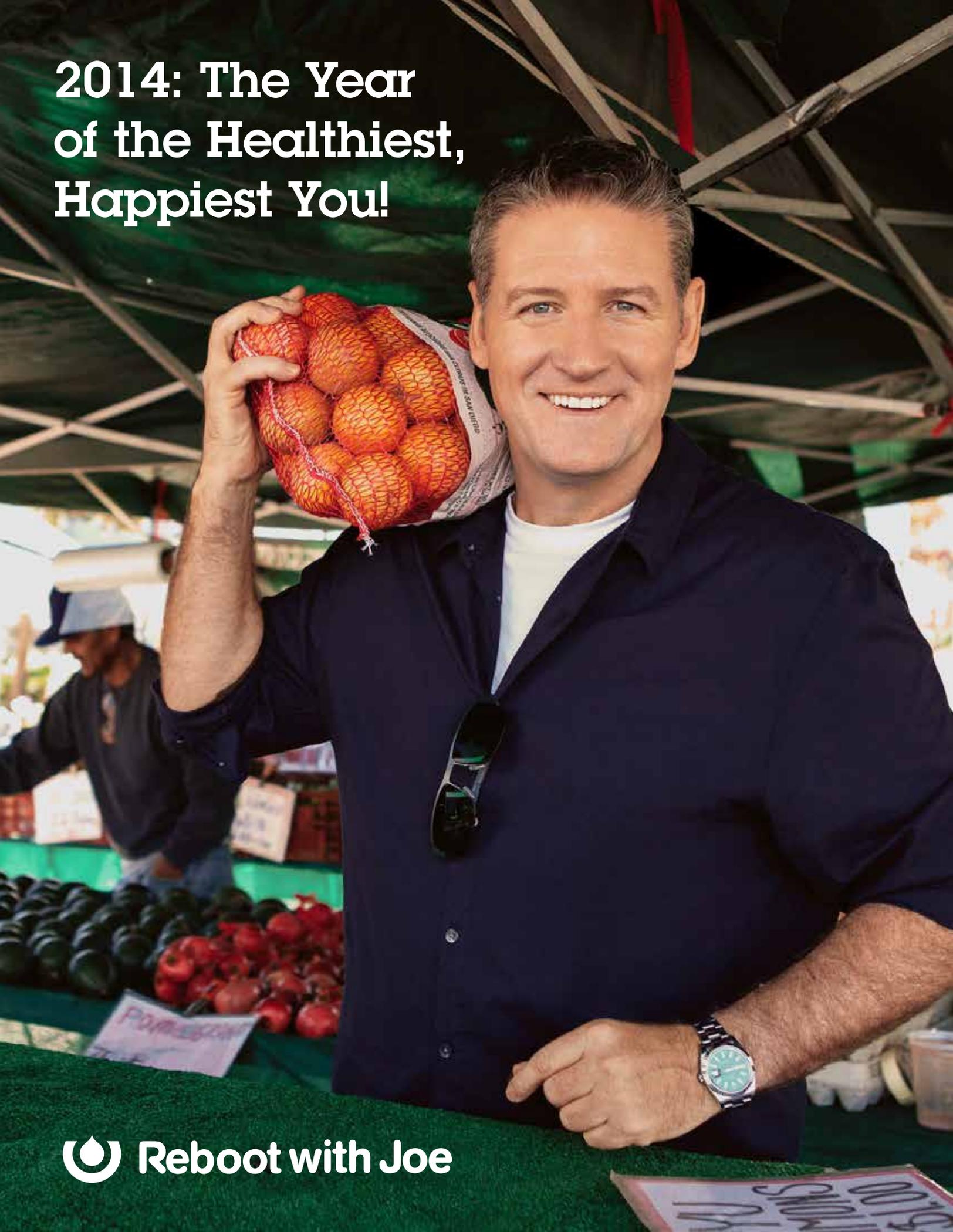


**2014: The Year  
of the Healthiest,  
Happiest You!**





# G'day,

I'm Joe Cross. You might know me from the movie, Fat, Sick & Nearly Dead, which documented my personal journey to regain my health, happiness and wellbeing.

When I made the film, I literally was fat, sick and nearly dead. At my heaviest, I weighed 320 pounds and I was loaded up on medication to help manage a debilitating autoimmune disease. For years, I tried all kinds of diets and rules to regain my health, but nothing worked. I needed some kind of "circuit breaker" to stop my unhealthy habits. So, I decided to commit to drinking nothing but freshly juiced fruit and vegetables for 60 days—something I now refer to as a Reboot.

Through my Reboot journey I was able to save myself; I lost one hundred pounds, overcame all symptoms of the chronic disease that had plagued me, discontinued all medication and learned to love eating fresh fruit and vegetables. I was able to restart not only my diet but also my life. I consider it to be the most worthwhile journey I have ever taken; through the changes I made I discovered not only a healthier but a happier me.

Fat, Sick & Nearly Dead has now been seen by over 10 million people around the world. Every day I feel privileged to receive tweets, Facebook messages, emails from amazing people who have successfully rebooted their lives. I am humbled when they explain that it was watching my movie - seeing my story, Phil's story - that inspired them to change their lives. When they look back at where they were before seeing the movie and compare that to how they feel now, they too describe themselves as the healthiest and happiest they have ever been.

And I want the same for you. I want 2014 to be the year you become the healthiest, happiest version of you. The year you decide to make changes and Reboot Your Life. And Reboot with Joe will be with you every step of the way.

We've created a comprehensive set of tools, services and support to guide you on your Reboot journey – including revised plans, a new community site with thousands of active and experienced Rebooters offering advice, and the Reboot Tracker for tracking and sharing your Reboot. Our aim is to make sure you have the information and support you need to successfully change your life.

I'll be starting the year off right with a quick 3-Day Reboot – and would love to have you join me! We've created a Group Reboot so that Rebooters from around the world can join together and kick start a healthy happy 2014 by filling up on liquid sunshine amongst a huge community of like-minded and motivated people. Get details of the plan, and how to join the group, on page 7.

I wish you a very happy New Year, and every success as you embark on your own journey to the healthiest, happiest you.

-Joe Cross



## Your Roadmap to the Healthiest Happiest You

### Step 1: Be Inspired

Every journey to health and wellness starts with some inspiration and a belief that you can actually, really, succeed this time. Watch [Fat, Sick & Nearly Dead](#) and read our [success stories](#). We've featured a few of the hundreds of thousands of people who Reboot their lives. We hope you see a piece of your story in their story and realize that if they can do it, so can you!

Photos above: a few of our Reboot Successes [read their stories here](#).

## The Power of Habits

It is said that the secret of your future is hidden in your daily routine and this is especially true when it comes to your health.

Most of us are set in our daily routines -- the time we go to bed, the time we get up, what foods we reach for on the grocery store shelves, the route we take to work, what we watch on TV and even the people we spend time with. While the impact of each habit is small, over time they all have an enormous effect on our health and happiness.

The good news is that these patterns can be changed, and that by doing so we can leverage the power of habits to make sustainable, positive changes. Change your habits and you will change your life.

So think about your daily habits and which ones might be hindering you as you try to make a change in your diet and lifestyle. Do you like to start your day with a coffee and donut? Do you regularly frequent a pizza place for lunch? Do you usually plop down in front of the TV when you're home and heat up something from the freezer for dinner?

What new routines might aid a healthy lifestyle? Can you commit to cooking dinner twice a week? Can you replace your morning donut with a fresh pressed juice that you make at home? Can you add a 20 minute walk into your routine before watching TV?

## Step 2: Commit to Now

It's that time again; as one year draws to an end we look forward to the promise of a new year and a fresh start. Many of us use this time to set New Year's resolutions - promises that we make to ourselves that we will change our behavior in some way – either to stop doing something 'bad' or to start doing something 'good'. Very often, these promises relate to our health. We resolve to 'lose weight and get fit, or simply to 'eat healthier', 'drink less alcohol' or to 'finally quit smoking'. All too often though, we find ourselves making the same resolutions year after year – because the changes don't stick.

So where are we going wrong, why is it so hard to keep the promises we make to ourselves, and how do we make healthy changes that last?



The New Year's resolutions we make are usually too general. We lay out what we want to achieve – lose weight, get healthy – but we don't work out how we're going to accomplish these goals. Instead, the goals need to be specific. Rather than the general resolution "I am going to lose weight", decide "I am going to lose 50 pounds in 2014. I will start by successfully completing the 3-day *Big New Year's Reboot*." Once you successfully complete 3 days you can extend to 7, 15 or 30.

### Write your goal down and share it

Share your goal with others, don't just keep it in your head. By writing it down and sharing it you reinforce the commitment to your goal.

## Step 3: Get a Plan

Preparation and planning are keys to success.

If your goals are diet-based, not only will you need a meal plan, you will also need to create a schedule. Check your calendar; look for a time when you have a relatively quiet period with no major social events. Decide when you'll start. Then get a meal plan. If you are Rebooting, we have a variety of plans and recipes available at [rebootwithjoe.com](http://rebootwithjoe.com) and in the [Reboot with Joe Juice Diet book](#).

It is much easier to make a lifestyle change if you plan for what that means and when you will do it. Schedule when you will do your grocery shopping, when you will make your juices, when you will do your daily exercise. Scheduling ahead means you are more likely to do it, rather than finding yourself at the end of the day and you didn't get that 20 minute walk in, or you never made it to the grocery store.

## Step 4: Join a Community

Understand that it won't be smooth-sailing and that you won't always see constant progress. Lifestyle change like this is not easy. **Having a community to share progress with that provides support and encouragement** is an important aspect of successfully achieving your weight loss and health goals. Recruit someone to follow your journey; share with them your goals and regularly update them on your progress. This may be friends and family, or join the online community at Reboot with Joe. We have thousands of Rebooters sharing their goals and daily progress and offering support, advice and inspiration. If you need a little more structure and accountability, consider a [Guided Reboot](#) where a Reboot nutrition-ist will lead you and a small group of Rebooters on a 15-Day or 30-Day Reboot.

Start small, set a realistic goal, achieve it, and then move onto the next. Walk 20 minutes a day, 3 times a week, then increase your goal to 30 minutes. Start with a 3 Day Reboot, then go for 15.

### Reboot with a coach!

Achieve your weight loss goals. Look and feel great.

Sign up for a **Guided Reboot**

Register now ►



### Don't go it alone

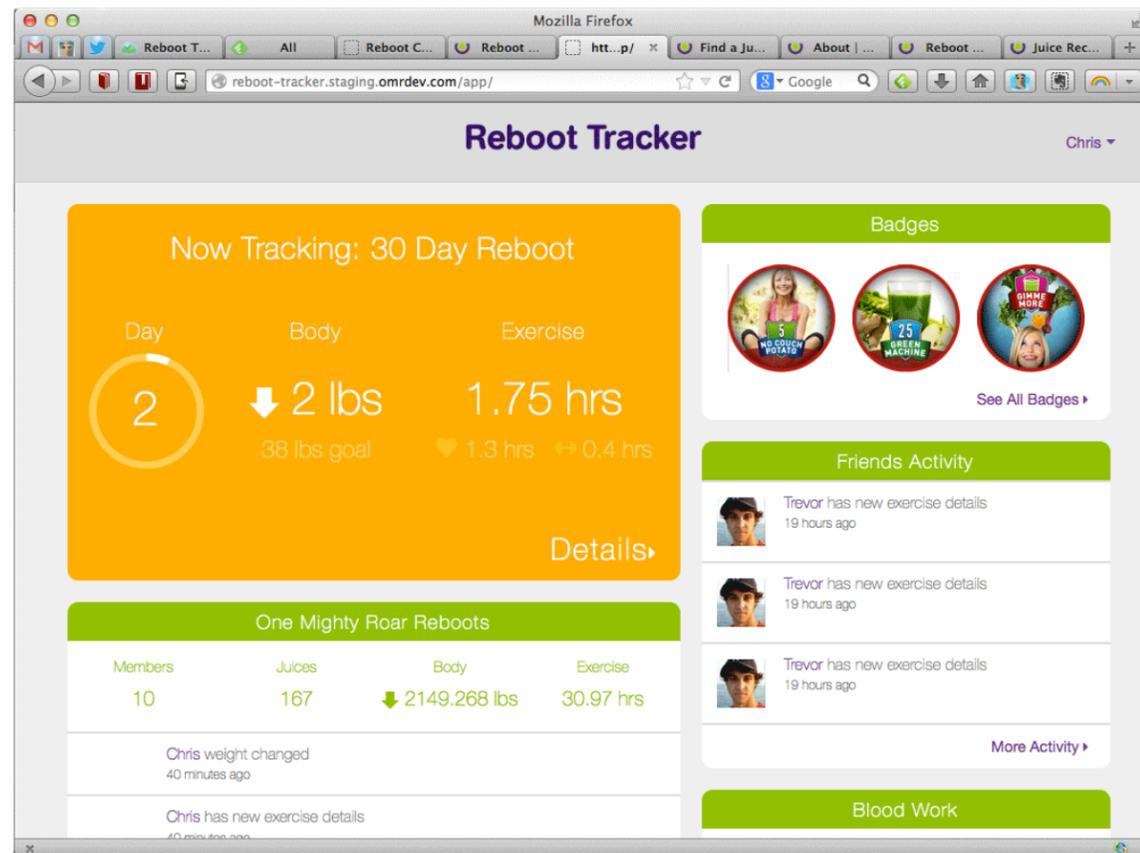
When it comes to successful weight loss, researchers agree there is no substitute for the power of social support – whether that is online or in person. It is easier to stick with a weight loss plan when you are part of a community, have support, a common goal, and can share tips on diet and exercise. Studies show that people can lose up to 3 times more weight when they're part of a weight loss group. **Make sure you enjoy all of the support and encouragement available within the [Reboot Community](#).**

## Step 5: Track Your Progress

A journal or daily diary is one of the best tools for helping you stay focused and recover from slip-ups. Keep a daily journal of what foods you consumed, how much, how you felt, and your progress towards your goals. Studies show that people who regularly monitor their progress while losing weight actually lose more weight, and that those who continue to measure are more likely to keep that weight off. Progress doesn't need to be measured by a number on the scale. Fitting into a smaller size of jeans, reducing your medication, or feeling more energetic are a few of the other ways to measure progress. Set small milestones along the way that show your progress, and **reward yourself** as you hit them.

### The Reboot Tracker

Support, information, community and journaling all in one place!



We developed the **Reboot Tracker, a free tool, to help you reach your health and weight loss goals.** Use the online tracker to set customized goals for your Reboot and to record daily details of your Reboot including how many juices you drink, any fruits and veggies you

eat, exercise, mood, and more each day. You will receive customized tips to make the most of your Reboot. Share your daily activity with your Reboot with Joe groups and friends, and your progress with your social network. Available at [rebootwithjoe.com](http://rebootwithjoe.com) after January 2nd.

Spread the word!  
A new Book from Joe!  
"The Reboot with  
Joe Juice Diet"  
Learn more at  
[rebootjuicediet.com](http://rebootjuicediet.com).



Above: US & UK/Australia covers of the new "Reboot with Joe Juice Diet Book"



2014  
Start

## Jumpstart January with our Big New Year's Reboot

Start the year off right and jump into juicing with a free 3-Day Reboot. Can you think of a better way to kick start a healthier, happier lifestyle than by filling up on liquid sunshine amongst a huge community of like-minded and motivated people? Commit to this 3-Day Reboot, and together we can make a pact to make 2014 The Year of the Healthiest Happiest You.

Head on over to the community section of [rebootwithjoe.com](http://rebootwithjoe.com) and join Joe and other Rebooters from around the world in the group 'The Big New Year's Reboot'.

This 3-Day Reboot will offer your system a gentle rest after the holiday festivities, recharging both body and mind. Within the group you'll find an active community of Rebooters old and new, happy to share their own experiences, tips and recommendations and to support each other through a successful jumpstart this January. If this is your first time trying a Reboot, you'll find plenty of experienced members who love to help newcomers; they've been in your shoes and can understand how you are feeling.



## 3-Day Big New Year's Reboot

This 3-day plan is adapted from our new book [“The Reboot with Joe Juice Diet”](#). For more information about the book and to find out where to get your copy head over to [rebootjuicediet.com](#).

The jumpstart is great for anyone who wants to give Rebooting a try and/or needs a quick adjustment to get back on track with a healthy diet. Be aware, though, that depending on your diet prior to Rebooting, the first three days of any Reboot can be the most difficult.

If you have never Rebooted before or are not already consuming a healthy diet, you might want to consider a slightly longer Reboot. You can find longer plans in the Reboot with Joe Juice Diet book and at [rebootwithjoe.com](#).

### What's a Reboot?

A Reboot is a period of time where you commit to drinking and eating fruits and vegetables in order to regain or sustain your vitality, lose weight, and kick start healthy habits that recharge your body and get your diet back in alignment for optimal wellness. The 3-Day Big New Year's Reboot is a plan that involves drinking only juice for 3 days.

### Why Join the Big New Year's Reboot?

A Reboot is the perfect way to power up your system with fresh, clean, plant-based energy. When you juice, your system is flooded with an abundance of vitamins, minerals and phytonutrients – plant-based compounds that help your body stay strong, look great, and fight disease.

### The 3-Day Big New Year's Reboot will help you:

- Reset your system to crave healthy foods
- Jumpstart weight loss
- Boost your immune system
- Promote clear, beautiful skin
- Ease digestion

### Who Can Join the Group and Reboot?

Rebooting is for almost everyone with a few exceptions. Please don't attempt a Reboot if you are pregnant or nursing, under 18, or have a severe medical condition. Check with your doctor if you are unsure. If you are currently on medication, ask your doctor before starting this or any diet program.

### Calorie Counting

Our 3-Day Reboot is designed to provide approximately 1,200 calories or more a day but actual calories and yields will vary depending on your juicer. We don't focus on counting calories. In fact, drinking more vegetable juice and water, not less, like your average “diet plan,” will work best for weight loss. If you do a Reboot, you will probably lose weight. If you don't want to lose weight, you can still Reboot for the amazing health benefits. Just aim to drink more juice to support your metabolism.

### Set Your Reboot Expectations

Think of juicing like any new skill; it takes practice. In the beginning, you may experience some setbacks. Don't worry—that's all part of the process. As you start this 3-Day Reboot, you are eliminating many of your comfort foods, especially those that you enjoyed over the holidays, so you may experience some emotional release along with some physical symptoms. Be prepared for a few aches and pains, sniffles or cranky feelings. To set yourself up for success, follow the Getting Ready steps below. Similarly, take a few days afterward to include lots of fruits and veggies in your daily diet.

### Getting Ready

The cleaner your diet is going into the Reboot, the faster you will get to the feel-great phase!

### The week before you start your Reboot:

- Reduce processed or “junk” foods, white flours, sugar, desserts, fried food
- Eliminate fast food, processed meats like bacon or deli meats, and alcohol
- Transition off meat
- Transition off dairy
- Reduce caffeine
- Stay hydrated (at least 64-72 ounces (2-2.5 Litres) a day, or more if you are over-weight or active)
- Get extra sleep
- Eat more salads, beans, legumes, nuts, seeds and vegetables
- Drink at least one fresh juice daily
- Purchase a Juicer (if you don't already have one): Not sure which one to get? Check out our [juicer buying guide](#).

### One Day Before the Big New Year's Reboot:

**Medication:** Stop all non-prescription vitamins and supplements during the Reboot, unless you have been advised to take them by a physician. Don't take any self-prescribed, over-the-counter medications.

**Juicer:** Set up your juicer the night before—get all parts cleaned and ready on your kitchen counter.

### Fluid intake during your Reboot

On your Reboot, the minimum amount of juice and fluids you'll be consuming each day is: 4–6 glasses of fresh juice (16–20 oz/500–600 ml each)

8 glasses (8oz/250ml) of additional fluids, consisting of water (hot and cold), coconut water, tea and broth. Your non-juice fluid intake will look something like this:

- 1 cup of hot water with lemon/ginger – first thing in the morning (8 oz/250 ml)
- 2 glasses of coconut water as a mid-morning snack (8 oz/250 ml each; 16 oz/500 ml in total)
- 4 glasses of water – spread throughout the day (8 oz/250 ml each; 32 oz/1 litre in total)
- 1 cup of herbal tea – in the evening (8 oz/250 ml)

The amount of fluid each person needs on a Reboot varies, so if you have headaches, are feeling dizzy, or are exercising more than you usually do, drink more coconut water or juice.



# It's time to begin your Reboot!

Remember, if you [join the Big New Year's Reboot](#) in our community, Joe and our Reboot nutritionists will provide you with support and guidance to make your 3-Day Reboot a success.

## Day 1

### Wake up

8 oz/250 ml hot water with lemon/ginger

### Breakfast

Sunrise Juice  
(recipe makes 2 servings: have 1 now and save the other for your afternoon snack)

### Mid-morning

16 oz/500 ml coconut water

### Lunch

Joe's Mean Green  
(recipe makes 2 servings: have 1 now and save the other for dinner)

### Afternoon snack

Sunrise (2nd portion)

### Dinner

Joe's Mean Green  
(2nd portion)

### Dessert

Peach or Pear Pie Delight  
(recipe makes 1 serving)

### Bedtime

Herbal tea

## Day 2

### Wake up

8 oz/250 ml hot water with lemon/ginger

### Breakfast

Carrot-Apple-Ginger (recipe makes 2 servings: have 1 now and save the other for your afternoon snack)

### Mid-morning

16 oz/500 ml coconut water

### Lunch

Green Lemonade (recipe makes 2 servings: have 1 now and save the other for your dinner)

### Afternoon snack

Carrot-Apple-Ginger  
(2nd portion)

### Dinner

Green Lemonade  
(2nd portion)

### Dessert

Ginger Pear-Snip  
(recipe makes 1 serving)

### Bedtime

Herbal tea

## Day 3

### Wake up

8 oz/250 ml hot water with lemon/ginger

### Breakfast

Carrot-Apple-Lemon (recipe makes 2 servings: have 1 now and save the other for your afternoon snack)

### Mid-morning

16 oz/500 ml coconut water

### Lunch

Garden Variety (recipe makes 2 servings: have 1 now and save the other for dinner)

### Afternoon snack

Carrot-Apple-Lemon  
(2nd portion)

### Dinner

Garden Variety (2nd portion)

### Dessert

Peach or Pear Pie Delight  
(recipe makes 1 serving)

### Bedtime

Herbal tea

## 3-Day Quick-Start Reboot Shopping List

### Fruit

20 apples  
340 g/12 oz/2 2/3 cups blueberries  
7 lemons  
3 oranges  
5 pears

### Vegetables

3 beetroot (beets)  
18 large carrots  
12 celery sticks  
7 cucumbers  
6 bunches of kale (Tuscan cabbage)  
3 parsnips  
2 bunches of spinach  
2 sweet potato

### Other

ground cinnamon  
15 cm/6 in piece of fresh root ginger  
1 bunch of parsley  
48 oz/1.4 litres Coconut Water

## Recipes

### Sunrise

Makes 2 servings  
2 beetroot (beets)  
8 carrots  
4 oranges

### Joe's Mean Green

Makes 2 servings  
2 cucumbers  
8 celery sticks  
4 apples  
16 kale leaves (Tuscan cabbage)  
1 lemon  
1 in /2.5 cm piece of fresh root ginger

### Ginger Pear-snip

Makes 1 serving  
3 parsnips  
1 pear  
1.5 in/4 cm ginger

### Carrot-Apple-Ginger

Makes 2 servings  
6 carrots  
4 apples  
2 in/5 cm piece of fresh root ginger

### Green Lemonade

Makes 2 servings  
2 apples  
4 handfuls of spinach  
16 kale leaves (Tuscan cabbage)  
1 cucumber  
4 celery sticks  
2 lemons

### Carrot-Apple-Lemon

Makes 2 servings  
4 apples  
4 carrots  
2 lemons

### Garden Variety

Makes 2 servings  
4 apples  
4 cucumbers  
12–16 kale leaves (Tuscan cabbage)  
2 handfuls of parsley

### Pear Pie Delight

Makes 1 serving  
1 sweet potato  
2 ripe peaches or pears  
1 apple  
5 oz /150 g/1 cup blueberries  
dash of ground cinnamon

## Post-Reboot

After your Reboot, you can return to eating three meals a day and to eating foods that are not on the Reboot menu, but you should always **ease your way back over at least a seven day period**. If you jump into eating unhealthy foods, your body may not be too happy with you. Continue to have at least one juice a day during your transition and after—juices make great snacks or a light breakfast. You should also continue to stay hydrated and drink lots of water, as well as the following these tips:



- Start with eating fruits and vegetables. Then add in gluten-free grains, seeds, nuts and beans.
- Choose as many local, seasonal, organic foods as possible.
- Keep drinking plenty of water.
- Try to include soups, smoothies and salads.
- Eat smaller amounts more often.
- Avoid dairy-based foods, meats and sugary foods for at least the first five to seven days following your Reboot.
- Plan to include fresh juice and plenty of plant-based foods each and every day for optimal health and wellness

## Healthy eating beyond your Reboot



The Reboot doesn't stop here. Commit to making the rest of 2014 the healthiest, happiest version of you. Going forward, you can keep juicing by including a juice a day to enjoy more fruits and vegetables. If you have moderate or significant weight loss goals, consider a longer Reboot. The first 3 days of a Reboot are typically the hardest, and now that you've completed 3 days, you can make it 7, 10, 15, 30 or even 60 like Joe. If you have specific health issues, check out our website to find fruits, veggies and juice recipes that can help. You can find more plans at [rebootwithjoe.com](http://rebootwithjoe.com)



## Exercise:

Physical activity is important during your Reboot but we recommend you decrease your intensity and sometimes duration of exercise. During the Reboot you want to conserve energy to help your body rest and keep your immune system strong. You may also be ingesting fewer calories and macronutrients like protein and carbohydrates than usual so you'll want to downshift your workout accordingly. It is crucial to maintain your hydration during the Reboot, so be sure to drink plenty of fluids with exercise and include electrolyte-rich fluids like coconut water. **Walking, gentle yoga, tai chi, Pilates, and cycling are all examples of good activities to do during your Reboot.** Check out [rebootwithjoe.com](http://rebootwithjoe.com) for workout plans at a mild to moderate intensity level.

## Possible side effects or symptoms

Beyond the benefits of breaking an unhealthy eating cycle, there are other potentially serious side effects of a Reboot that you need to be aware of. If any of these symptoms occur please consult your physician to be sure you can manage them wisely. Most side effects are temporary and will resolve once you resume a healthy diet following your Reboot. These include but are not limited to: fatigue, headache, dizziness, low blood sugar, constipation or diarrhea, increased body odor or bad breath. With some adjustments to your Reboot plan, like increasing your fluid intake by drinking more water, coconut water or another juice, these side effects can often be resolved.

If any symptoms arise that seem bothersome or if you are in any way concerned, contact your medical professional immediately. If you experience any of the following symptoms, please stop your Reboot and contact your physician: fainting, extreme dizziness, low blood pressure, significant weight loss, vomiting, severe diarrhea. Take care to evaluate how you are responding to the Reboot before driving or operating any heavy machinery.



## Camp Reboot 6 Day Juice Retreat with Joe Cross

May 18th - 23rd 2014

Register before March 1st and receive \$100 off. [Learn more](#)