

# Rebooting 101

Everything You  
Need to Know  
to Get Started.



# From Fun Foods to Sun Foods

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 – Reboots vary in length depending on what works best for the individual.

Before I embarked on my Reboot, I was spending too much time in the "fun part of town"— the part of town that includes white bread, burgers, pizza, beer and soda. If you spend too much time in the fun part of town, guess what? It's not fun anymore.

When I finally decided I wanted to do a Reboot and supercharge my body with plant-powered energy, I decided I needed to spend more time in the essential part of town, where it's real, and foods are made by nature not people. And much to my surprise, that was more fun than the burgers and beers!

The new foods I began consuming are what I call sun foods (now my *fun foods*) and what I ultimately owe my life to. All of the fruit and vegetables we eat reflect the colors of light produced by the sun, which provide us with the purest most natural source of goodness and energy to feed our bodies.

**I am living proof that good health is truly in your own hands. I'm not perfect by any means, but I am a much happier and healthier person since adopting a plant-based diet and filling my body with the nutrients it essentially needs. My weight is steady, I'm off all my prescription drugs and I rarely get sick.**

If you're looking for your "circuit breaker" to stop your unhealthy habits, then maybe a Reboot is for you. This guide provides you with all of the insight, information, tips and tricks to get you started and kick start your healthy new life.

Juice On!

Joe Cross



You've seen *Fat, Sick & Nearly Dead* and now you're ready to do what Joe did...Reboot! Here's the ultimate guide to get you started and on the road to weight loss and greater health!

**Let's break it down:**

## What is a Reboot?

A Reboot is a period of time when you commit to drinking and eating only fruits and vegetables, herbal teas and water in order to lose weight, regain or sustain your vitality, and kick start healthy habits that recharge your body and get your diet back in alignment for optimal wellness.



## Why Reboot?

A Reboot diet is the perfect way to power up your system using plant-based energy to help you lose weight, improve your skin, increase your energy levels and clear your mind. When you consume only fruits and vegetables, your system is flooded with an abundance of vitamins, minerals and phytonutrients that help your body stay strong and fight disease.

### A Reboot Can Help You:

- Reset your system to crave healthy foods
- Jumpstart weight loss
- Manage a healthy weight
- Boost your immune system
- Promote beautiful, clear skin
- Ease digestion
- Increase your energy levels
- Decrease aches and pains in joints and muscles
- Revitalize your mind

# Why Juice?

Drinking fresh juice can help you jumpstart weight loss and adopt healthier eating patterns by introducing more fruits and vegetables to your daily diet. When you juice your fruits and veggies, you're supercharging your body with a plethora of nutrients -- you can drink a lot more than you can eat!

Juicing offers a faster, more efficient way to absorb certain immune-boosting nutrients that are naturally found in fruits and vegetables. While juicing removes the insoluble fiber, the soluble fiber remains. It provides a way for your body to better absorb enzymes that are typically locked away in the fiber matrix of whole fruits and vegetables.

## Really? Only Juice? What about Eating?

Yes, Joe only drank juice for 60 days! This length of time is extreme, but Joe was in an extreme situation. You do not need to juice for 60 days in order to see the improvements or feel the benefits from doing a juice only Reboot. Juicing for a shorter amount of time, or even eating fruits and vegetables in addition to juicing, is also extremely beneficial. Our [10-day plan](#) is a combination of juicing and eating.

## Is a Reboot for Everyone?

Rebooting is for almost everyone, with a few exceptions. Please do not 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, or if you are currently taking any medication.



# Getting Started: Your 6-Step Reboot Action Plan

If you are new to juicing, this 6-step plan will give you everything you need to know to get you started—from creating a plan to shopping for produce and deciding what juicer is best suited for you.

## Step 1: Commit to a Plan

Reboot plans range from 3 to 15 days and are designed to fit a variety of different lifestyles and goals. Read our [plan details](#) and choose the one that is best for you. Many people choose the support, accountability and encouragement of a [Guided Reboot](#) rather than doing it alone. These are led by our nutritionist-coaches and include access to an online forum where you can connect with fellow Rebooters and access information to help you Reboot successfully.

## Step 2: Purchase a Juicer

(if you don't already have one)

With such a wide variety of juicers on the market today, it can be difficult picking which one is best for you. We've created a [Juicer Buying Guide](#) to help you make the right decision.

### Review the buying guide to learn:

- ◆ What to look for in a juicer
- ◆ The similarities and differences in the types of juicers
- ◆ Quick tips on your selection



### Reboot Plans:

**3 Day**  
Quick Start

**5 Day**  
Jump Into Juicing

**10 Day**  
Reboot Lite

**15 Day**  
Juicing Plus

**15 Day**  
Guided Reboot



**30 Day**  
Guided Reboot



## Step 3: Shop for Produce

(and stay within your budget)

Follow these simple steps and be prepared to shop for your Reboot, know what to look for at the market, and enjoy the trip!



Bring reusable grocery bags. It's a great way to carry your purchases and cut down on waste!

1

### Make your shopping list.

Go to the store prepared with a detailed list so you know what you need. Not only will this make your trip faster, but it will help you avoid any unhealthy temptations. [Download a free 3, 5, 10, or 15-day plan to get a shopping list.](#)

2

### Research what's in season.

Produce that's currently in season will be easier to find and will likely be the best price. Berries in the summer are not only half the price they are in the winter, but they taste better and have higher amounts of nutrients too!

3

### Know when to buy organic.

The Environmental Working Group provides the best list of what produce to purchase organic over conventional (if you decide not to purchase everything organic). See the list below.

4

### Eat a small snack at home.

Never go shopping for food when you are hungry. An empty stomach in the grocery store might lead to selecting unhealthy food choices.

5

### Bring the whole family.

Make it a family outing. It's a great opportunity to teach your children about healthy eating. They also make great shoppers when selecting new fruits and veggies to try.

6

### Stay budget friendly.

Looking for veggies that yield a ton of juice? Check out Joe's Top 5 Liquid Gold List below to get the most juice for your dollar.

#### Know when to buy organic:

##### The Dirty Dozen:

Apples  
Celery  
Cherry tomatoes  
Cucumbers  
Grapes  
Hot Peppers  
Nectarines (imported)  
Peaches  
Potatoes

Spinach  
Strawberries  
Sweet bell peppers  
Kale / collard greens  
Summer Squash

##### The Clean Fifteen:

Asparagus  
Avocados  
Cabbage  
Cantaloupe  
Sweet Corn  
Eggplant  
Grapefruit  
Kiwi  
Mangos  
Mushrooms  
Onions  
Papayas  
Sweet peas frozen  
Sweet potatoes



#### Joe's Liquid Gold List:

Pineapple  
Cucumber  
Apples  
Celery  
Romaine

## Step 4: Juice Like a Pro

When you know how to prep your produce for a juicer, you'll find that you can make a juice in minutes. Check out the [A-Z Produce Prep Guide](#) for more tips.

So, what are the best fruits and veggies for juicing? You've already got the Liquid Gold List, but what other options are available? The answer is simple: almost all fresh produce! The un-juice-able list is quite short: no avocados, bananas or eggplant. If you want to get crazy and juice an onion, we suggest moderation as the taste is very overpowering! Other than that, you are free to go pro with any fruits and veggies you like.

1

### How to Juice Produce

**Wash produce thoroughly.** Unwashed produce can be contaminated with bacteria so this is an important step in the juicing process and one you should adopt when preparing any kind of food; juicing or eating!

**Line your pulp basket.** If your juicer has a pulp basket, line it with a plastic bag for easy clean up.

**Cut or tear produce to fit through the juicer.** Just before juicing, cut any produce that might be too large to fit through the juicer whole. Once you start cutting vegetables they begin to lose nutrients so it's best to cut just before juicing. However, if you really need to save on time, you may want to add this step to your preparation.

**Feed produce through the juicer.** If your juicer has more than one speed, don't forget to downshift from high to low for softer fruits. Most juicers come with a chart in the instruction manual to help guide you on the speeds. Usually hard produce like apples and beets are on high, and soft produce like spinach or cabbage are set to low.

**Re-juice your pulp.** Once produce has been passed through the juicer, check to see if your pulp is still damp. If it is, pass it back through your juicer and you'll be able to get more juice from the leftovers!

2

### How to Store a Juice

**Make a double batch.** Make more than one juice at a time. Drink half right away and save the rest for a later snack. This will help ensure you get the most potent juice possible for at least one serving and will also save you time.

**Store in the fridge.** Juice will keep for 24 - 48 hours in the fridge (72 hours is maximum time suggested). If you are traveling, bring your juice in a cooler.

**Keep in airtight container.** Store your juice in an airtight container, preferably glass but BPA-free plastic works too.

**Fill container full.** Fill juice to the top of your preferred container and seal right away to prevent oxygen from getting in, which can deplete the nutrients.

**Freeze.** Freezing is also an option but less desirable than refrigeration. If you do freeze your juice, do it immediately after juicing. Thaw in the refrigerator and drink within 7 - 10 days of freezing. Leave space in the top of the glass jar so your juice doesn't explode in the freezer.

**Bring your juice on the go.** When you are bringing your juice on the go, keep it in a sealed container with an ice pack to keep the juice cold.



3

### How to Make a Reboot Friendly Juice (that tastes good!)

**Purchase a juice recipe book.** The Reboot with Joe 101 Juice Recipes from Joe Cross is the perfect addition to your kitchen. It includes 101 juice recipes (with pictures!) and indicates which juices are Reboot friendly. When you're off your Reboot, experiment with all the juices so your taste buds never get bored.



**Follow the Reboot Golden Rule: 80/20.** A Reboot friendly juice means there are 80% vegetables and 20% fruits before the produce is juiced. If you rely too heavily on fruits, you'll miss out on the wealth of micronutrients locked away in vegetables. Also, drinking a substantial amount of fruit juice can lead to rapid sugar absorption, an energy crash, and a spike in insulin, which is an inflammation-promoting hormone we need to metabolize sugar.

**Get creative.** As long as you follow the 80/20 Reboot Golden Rule, you can have fun experimenting with all different fruits and vegetables. Try modifying a recipe like Joe's Mean Green.










4

### Know Your Ingredients.

Know the benefits of the most common ingredients you will be adding to your juices. [Read more.](#)

#### Joe's Mean Green

- 1 cucumber
- 4 celery stalks
- 2 apples
- 6 - 8 kale leaves (Tuscan cabbage)
- 1/2 lemon
- 1 in./2.5 cm. ginger

 <b>Apples</b> contain antioxidants that help protect "good" cholesterol levels in the blood.	 <b>Cucumbers</b> contain potassium and phyto-sterols that help lower blood cholesterol levels.	 <b>Parsley</b> is high in folic acid, which can help lower the risk of heart disease as well as promote fresh breath.
 <b>Carrots</b> are the richest plant source of vitamin A and a good source of potassium.	 <b>Ginger</b> reduces nausea, pain and inflammation, and provides heartburn relief. It also aids digestion and may help to boost the body's thermogenesis and metabolism.	 <b>Pineapple</b> is rich in bromelain, an anti-inflammatory nutrient that helps reduce swelling.
 <b>Celery</b> is high in magnesium, which is important for the breakdown of carbs, proteins and fats, along with muscle relaxation and preventing tooth decay.	 <b>Kale</b> (Tuscan cabbage) is a vegetable powerhouse with many potent nutrients including calcium, iron and vitamins A, C, and K.	 <b>Spinach</b> contains vitamin C, iron and beta-carotene. It was good enough for Popeye, so it's good enough for you!

## CREATE YOUR OWN MEAN GREEN

Don't Always Follow the Recipe...

20%  
FRUIT

80%  
VEGGIES  
& LEAFY  
GREENS



Make it extra mean with herbs, spices & zing. Be creative and choose your favorites to add extra flavor.

#### Fruit

Add a little something sweet. A little goes a long way.

- Apple
- Blueberries
- Cantaloupe
- Grapefruit
- Honeydew melon
- Kiwifruit
- Orange
- Peach
- Pear
- Pineapple
- Strawberries
- Watermelon

#### Leafy Greens

Leafy greens make it mean. Add at least one large handful – the bigger the better!

- Collard greens
- Chard (Silverbeet)
- Dandelion Greens
- Kale (Tuscan cabbage)
- Mustard greens
- Romaine lettuce
- Spinach

#### Veggies

Choose at least one as your base. These have a high juice yield!

- Beets (Beetroot)
- Cabbage
- Carrots
- Celery
- Cucumbers
- Parsnips
- Sweet potatoes
- Tomatoes
- Zucchini

#### Herbs Spices & Zing

- Basil
- Bell peppers (Capsicum)
- Cilantro (Coriander)
- Fennel
- Ginger
- Jalapeño (Spicy!)
- Lemon
- Lime
- Mint
- Parsley

Pick your produce. Get creative. Juice on!



## Step 5: Get Moving with the Reboot Movement Method

Just because you are on a Reboot doesn't mean that you have to stop your regular exercise routine, nor does it mean that you have to start one either. However, we strongly believe that with the right amount and type of exercise, you can take your Reboot to a whole new level.

The Reboot Movement Method is based on simple principles that have been developed to assist everyone in our Reboot community to improve their health and well-being. The good news: it doesn't take strenuous exercises or high intensity bootcamp-style workouts to get results. The Reboot Movement Method is made up of low-intensity (walking) and high-intensity (running) cardio programs, and low-intensity and high-intensity strength training workouts that use your body weight to build your muscles.

Even if exercise seems like a foreign concept to you, or you haven't kicked up your heart rate in years, our Reboot workouts consist of safe and natural forms of exercises that will give you the energy and confidence to achieve your goals. Get moving today: [The Reboot Movement Method](#).

## Step 6: Stay Inspired & Get Support

Rebooting can be hard but you don't need to do it alone. Recruit a friend or family member to join you. Or join our great community of fellow Rebooters who can support you with first-hand experience and advice. For professional support with a nutritionist, sign up for a [Guided Reboot](#).

Stay Inspired with our [101 Juice Recipes by Joe Cross](#) (now in our store) and the [Reboot with Joe recipe book](#) with 70 of Joe's favorite Reboot-friendly recipes. These books are perfect additions to your kitchen and will keep your taste buds satisfied and eager to make the healthiest meals for you and your family.

Still have questions? Stop by our [FAQs page](#) to get your answers.

## Let's highlight a few of the most common concerns about Rebooting:

### Will I get enough protein?

It might surprise you to learn that juices contain more protein than you think. One day of juices on the Reboot plans can result in anywhere between 40-60 grams of protein. It is highly unlikely a healthy person will develop a protein deficiency in the time frame of the posted Reboot programs (3 - 15 days). [Learn more about protein and your Reboot](#).

### Will I get enough fiber if I'm only juicing?

When we just juice, the insoluble fiber is extracted and we are left with the liquid portion of the vegetables and fruits as well as the soluble fiber. So even during the juicing phase of your Reboot you will be receiving plenty of fiber.

### Is there a Reboot plan for a 60 day juice fast like the one Joe did in the movie?

No. We do not have any plans that provide information or daily support for a Reboot lasting 60 days. Joe's 60 day Reboot was conducted under strict medical observation with a customized nutrition plan. We currently offer 3, 5, 10, and 15 day plans. If you choose to Reboot for longer, please do so under the supervision of your doctor.

### Should I continue to take my supplements and vitamins on my Reboot?

We recommend you stop most non-prescription supplements and vitamins during your Reboot and load up on nutrients from fruits and veggies. If you take vitamin D or B12, you may continue those. [Learn more about supplements on a Reboot](#).

### What if I'm on prescription medications?

Please continue taking your medications as prescribed and ask your doctor if you need to make adjustments. Please check with your pharmacist or doctor about any drug-food interactions you need to be aware of.

### Visit our store!

Find these items and lots more!



The six previous steps should have you on the road to Rebooting and juicing, but if you are Rebooting for a certain health condition, follow the chart below to learn more about your condition and juicing. Don't see your health condition - [find out more on our website.](#)

# Rebooting For Health Conditions

## Juicing for **Allergies**

Seasonal allergies are an immune response to allergens in the environment like pollen, ragweed, mold, dust and pet hair. Foods that are particularly helpful include fruits such as apples, blueberries, grapes and strawberries and mineral-rich veggies such as broccoli, kale (Tuscan cabbage) and chard (silverbeet). [Read more.](#)

## Juicing for **Arthritis**

Arthritis is the most common disability in the United States and includes more than 100 rheumatic conditions. Juices rich in phytonutrients can help decrease inflammation. Focus on omega-3 rich foods such as wild salmon, walnuts, mint and extra virgin olive oil, along with juices that contain produce high in vitamin C. [Read more.](#)

## Juicing for **Blood Pressure**

Studies show that reducing sodium intake and maintaining a healthy weight can help reduce blood pressure. Start by adding more dark leafy greens, along with beets, celery, blueberries, cranberries and watermelon to your diet. [Read more.](#)

## Juicing for **Cancer**

Food and nutrition play an important role in cancer prevention, treatment and survivorship. Cruciferous veggies like cabbage, kale and collards, are particularly helpful thanks to their cancer-fighting properties. [Read more.](#)

## Juicing for **Cholesterol**

If you are struggling with high cholesterol, consider eating and/or drinking more color. Fruits and vegetables contain high levels of antioxidants that protect the circulating cholesterol from oxidizing which helps lower LDL cholesterol. [Read more.](#)

## Juicing for **Diabetes**

If you have diabetes, you will want to [manage your sugar intake](#) and load up on vegetables, whole fruits (about two per day) and whole grains such as oats and quinoa. Also include protein rich foods and fiber rich foods such as beans, nuts, seeds, and green vegetables including broccoli, spinach, brussel sprouts and kale (Tuscan cabbage). [Read more.](#)

## Juicing for **Depression**

If you or someone you know is struggling with depressive symptoms, it can be hard to maintain healthy eating habits, but your diet can really make a difference. [The European Journal of Clinical Nutrition](#) found that a diet with a high intake of fruits and vegetables was associated with less gloomy feelings. [Read more.](#)

## Juicing for **Migraines & Headaches**

To help your body deal with headaches, always stay hydrated and include juices with fluid-rich foods such as watermelon and cucumber, calcium-rich foods such as kale (Tuscan cabbage) and try mixing in some spicy peppers, which have a number of pain-relieving properties. [Read more.](#)

## Juicing for **PMS**

You can reduce foods like full-fat dairy, grain-fed meats, sugar and refined carbs to help relieve symptoms, along with adding fresher fruit and vegetable juices to your diet. Add fresh ginger to any juice and sip on raspberry leaf tea to help relieve menstrual cramps. [Read more.](#)