

GET RID OF
4 KINDS
OF BODILY TOXINS
FOR GOOD!

CLEAN IT UP!

Challenge Guide

A NEW, BETTER LIFE

WELCOME!

Thank you for downloading your **Clean It Up Challenge Guide!**

Your body has an amazing built-in detox system to help battle toxins.

But the fact is, our environment is teeming with potentially harmful chemicals. They can be found almost everywhere, including:



- 🌿 ***What you put IN your body,***
- 🌿 ***What you put ON your body,***
- 🌿 ***What you live with in your home, and***
- 🌿 ***What you feed your mind.***

When you total it all together, it can be a lot for your system to handle.

Taking stock of your toxic load – and reducing it as much as possible – can be a major step in improving your wellness.

This guide will bring awareness around the toxins you may be exposed to, and help you reduce it wherever possible.

Let's get started!

Matthaeus Grasso



**HELLO
THERE!**



DAY 1



*What You Put
In Your Body*

DAY 1

WHAT YOUR PUT IN YOUR BODY

Fact: the thought of cleaning up your diet can be overwhelming.

Also fact: It's actually pretty simple, as long as you keep one thing in mind:

THE LESS PROCESSED, THE BETTER!

We usually think of processing as what happens after our food is grown (both plants and animals) when it's turned into a "food product."

Most of us think of breakfast cereals, snacks, or convenience foods when we hear about processed foods.

BUT ... to truly clean up your diet, you have to shift the way you look at it.

Processing also includes everything that happens **BEFORE** food makes it to the manufacturer. That includes:

- 🌿 the seeds your food is grown from
- 🌿 the environment it is raised in
- 🌿 the drugs and chemicals it is exposed to



DAY 1: WHAT YOU PUT IN YOUR BODY

This doesn't mean you have to suddenly switch to an all-organic, non-GMO diet that has you spending hours in the garden and kitchen, growing, raising, and preparing everything you eat from scratch – unless you want to!

Instead, it's about making smart and informed choices when you hit the grocery store or farmer's market.

THE TRUTH ABOUT ORGANIC FRUITS AND VEGETABLES

- There's not much science backing up the idea that organic produce is more nutritious than conventionally grown produce.
- BUT ... with conventionally grown produce, you're likely boosting your exposure to pesticides, antibiotics, and other chemicals. **Pesticides are strongly associated with cancer and neurodevelopmental issues.**



FRESH Tip!

Consider buying organic frozen produce to save money. Because it's frozen shortly after being picked, it retains more of its nutrients. The nutrients in produce start to degrade as soon as they are picked.

DAY 1: WHAT YOU PUT IN YOUR BODY



- ❁ For some people, choosing organic produce is an ethical and environmental choice because organic food uses fewer pesticides and less impactful farming methods.
- ❁ Some conventional produce is exposed to more pesticides than others. *The Environmental Working Group* publishes a list of the “dirty dozen” and “clean fifteen” fruits and vegetables, based on the amount of pesticides they contain.

DAY 1: WHAT YOU PUT IN YOUR BODY

The **DIRTY DOZEN**



#1

Strawberries



#2

Spinach



#3

Kale



#4

Nectarines



#5

Apples



#6

Grapes



#7

Peaches



#8

Cherries



#9

Pears



#10

Tomatoes



#11

Celery



#12

Potatoes /
Hot Peppers

The **CLEAN 15**



#1

Avocados



#2

Sweet Corn



#3

Pineapple



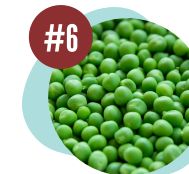
#4

Onions



#5

Papaya



#6

Sweet Peas (frozen)



#7

Eggplant



#8

Asparagus



#9

Cauliflower



#10

Cantaloupe



#11

Broccoli



#12

Mushrooms



#13

Cabbage



#14

Honeydew Melon



#15

Kiwi

**Credit to EWG for their recommendations.*

DAY 1: WHAT YOU PUT IN YOUR BODY

SHOULD YOU CUT OUT GMO (GENETICALLY MODIFIED) FOODS?

In the food industry, GMO refers to crops that have their genes altered to improve growth, nutrition, resistance to bugs/pests, hardiness, and also the general ease of farming them.

It's a hot topic because officials say GMO foods are safe, while others aren't so sure and want more long-term studies on their possible effects on our health and on the environment.

In the US, it's estimated that as many as 80% of foods in supermarkets contain ingredients that come from GMO crops.

Foods in the US that are commonly GMO include soy, corn, canola, alfalfa, sugar beets, potatoes, and apples.

Right now in the US, there aren't any regulations requiring that GMO foods are labeled, but starting in 2022 they will have to be labeled as "bioengineered."

The only way to avoid GMOs in the US until then is to only buy food labeled "100% organic."

Meanwhile, in Australia and the EU, foods that contain GMOs must be labeled.



DAY 1: WHAT YOU PUT IN YOUR BODY



WHAT ABOUT CONVENTIONAL, GRASS-FED, OR ORGANIC MEAT?

This is where your choices definitely make a difference.

First: grass-fed beef is more nutritious. It is higher in vitamins (especially A & E) and antioxidants than grain-fed beef, plus it is lower in saturated fat, and higher in healthy fats.

Second: what grass-fed DOESN'T contain is also important.

Animals raised conventionally – in factory farms and fed a grain-based diet – live in poor conditions that make them more prone to diseases, in part because of the antibiotics used in their feed.

PLUS ... many factory farms use fertilizers and chemicals that can pollute the environment.

A Consumer Reports study compared 300 grain and grass-fed meat samples.

They found 18% of the grain-fed samples were contaminated with antibiotic-resistant bacteria (aka “superbugs”). That’s compared with only 6% of grass-fed samples, and 9% of samples from animals raised with organic feed or without antibiotics.

DAY 1: WHAT YOU PUT IN YOUR BODY



PICKING POULTRY

Here's what all the labels on chicken and turkey actually mean, according to government regulations. It might be different than you think!

Free-Range: This simply means that the birds are granted access to the outdoors.

Certified Organic: Organically raised poultry is raised in a free-range environment, plus all their feed must be certified organic, with no synthetic fertilizers or pesticides, animal by-products or other additives.

Raised Without Antibiotics: The birds are raised without antibiotics for health maintenance, disease prevention or treatment of disease. Other drugs can still be used.

No Hormones: Using hormones in poultry is prohibited. This label claim is accurate but meaningless in the marketplace.

Natural: No additives or preservatives are used after the poultry was processed. Some chicken may still contain added broth, however.

DAY 1: WHAT YOU PUT IN YOUR BODY

Vegetarian-Fed or All-Vegetable Diet: This one is controversial because chickens and turkeys aren't naturally vegetarian creatures and most poultry feed contains some animal byproducts. Also, birds like to be able to forage for some of their own food.

Certified Humane Raised & Handled: This label means the birds were raised with basic standards of care and allowed to “be birds” – perching, pecking, scratching, foraging for food, etc.

Farm-Raised: This is not a regulated label term.

Pasture-Raised: This is also a labeling term that isn't regulated. However, an oversight group has set a standard for what it means. The birds must be raised outside but have access to housing that protects them from extreme weather and predators.



DAY 1: WHAT YOU PUT IN YOUR BODY

DECODING EGG CONTAINERS

Have you ever stood in front of the stack of egg containers at the grocery store, wondering which is best? There are so many labels and claims to choose from! Here's a quick guide:

Pasture-raised: This means that the chickens go outdoors in an area where they can hunt on their own for larvae and grubs to eat. Their eggs tend to be more nutritious.

Organic: The hens ate organic feed and were not raised in cages. This doesn't necessarily mean they were allowed to go outside.

Free-range or free-roaming: This means that the hens producing the eggs were either raised outdoors or given access to the outdoors. This doesn't account for the quality of that outdoor time, however.

Some free-range hens may be able to forage for plants and insects, but others may not. Also, if the hens are living crowded conditions, they may not go outside when access is given.

Cage-free: Hens raised this way have unlimited access to food and water, but they can still live in overcrowded barns and chicken houses and not have outdoor access.

Omega-3 enriched: This doesn't mean the chickens were fed organic food or were allowed outside. It simply means they were fed diets high in omega-3.



DAY 1: WHAT YOU PUT IN YOUR BODY



FOOD SENSITIVITIES

Diet-wise, sometimes “cleaning it up” can mean eliminating otherwise healthy foods that don’t agree with you.

You might notice after eating certain foods, you feel bloated, get rashes or flushed skin, or have digestive upsets. Or maybe you even get a runny nose!

These could be foods you have sensitivities or intolerances to.

Some of the most common foods include gluten, dairy, and foods that are high in FODMAPS (fermentable oligo-, di-, mono-saccharides and polyols), which are short-chain carbs found in everything from apples and some cheeses to milk, beans, and beer.

If you think you have an intolerance, you can experiment with eliminating the food to see if your symptoms ease, and discuss it with your physician.

You could also consider getting tested for sensitivity either by your doctor or one of the DIY kits that are now available.

DAY 1: WHAT YOU PUT IN YOUR BODY

Your **CLEAN IT UP** Checklist



- ✔ **Avoid processed foods whenever possible** – read your food labels! If it has more than 5 ingredients, words you can't pronounce, or refined grains/sugars, it's probably not going to advance you toward your goals.
- ✔ **Cut back on sugar.** Added sugars are empty calories that send your body's hormones (including insulin) into a frenzy.
- ✔ **Consider buying organic/non-GMO foods.**
- ✔ **Make the healthiest meat/chicken/egg choices your budget can allow.**
- ✔ **Think about using a water filter** if you are concerned about the safety of your drinking water
- ✔ **Experiment with avoiding foods** that you suspect may be causing symptoms.



DAY 2

↪ *What You Put
On Your Body*

DAY 2

WHAT YOU PUT ON YOUR BODY



When you get ready in the morning – showering, shampooing, moisturizing, deodorizing, etc. – your goal isn't just to look good (and not be smelly!).

You also want to feel great and take great care of your body.

But all too often, the ingredients in the products we use aren't really good for us.

They can cause irritation, allergies, and some are actually linked to serious health risks.

It's worth checking to make sure you're using the healthiest possible products.

Using healthy products used to mean spending a lot of extra money or settling for less-than-desirable results.

But that's no longer the case!

The market is filled with safer and healthier alternatives, and new brands are offering a wide array of products at practically every price point.

DAY 2: WHAT YOU PUT ON YOUR BODY

HERE'S A RUNDOWN OF A FEW INGREDIENTS TO BE ON THE LOOKOUT FOR, AND WHY.

Note

If you want to take a deeper dive into this topic and explore specific products, ingredients, and more, check out the “Skin Deep” database [here](#).

Parabens: These synthetic antimicrobials and preservatives are usually found in products that contain a lot of water. Think: shampoos, cleansers, body wash, etc., although they also appear in deodorants.

Parabens mimic estrogen and can affect hormone function in your body. They have actually been found in breast tumor biopsies.

Check ingredient labels for methyl-, ethyl-, butyl-, or propylparaben, or when purchasing look for products labeled “paraben-free.”



DAY 2: WHAT YOU PUT ON YOUR BODY

Phthalates: A plasticizer, phthalates are found in many items we use every day, from flooring to detergents to raincoats and even children’s toys.

But they also are found in cosmetics, perfumes, and nail polish ... even though they usually aren’t listed on ingredient labels!

That’s because they are often found in “proprietary” formulas used by manufacturers to help stabilize scent and color, plus they can help stop nail polish from chipping.

According to the CDC, phthalate exposure is considered widespread.

They are linked to birth defects, damage to organs, low sperm counts in adult men, thyroid problems, and other health issues.

Look for phthalate-free products, and choose water-based nail polish.

Synthetic Fragrances: These include common allergens. Plus, remember those phthalates? The word “fragrance” on a label is a tipoff the product contains them.

To avoid synthetic fragrances, don’t simply rely on ingredient lists. Instead, look for labels that say, “no synthetic fragrances” or “natural fragrances only.”



DAY 2: WHAT YOU PUT ON YOUR BODY



Nanoparticles or “microfine” particles: A new development, these super-small particles of common ingredients are used in many products, including sunscreens and anti-aging products.

They are used because their tiny size is believed to help them better penetrate the skin – which raises concern when they are used in conjunction with parabens, phthalates, or other not-so-healthy ingredients.

There’s also worries about the environmental impact of nanoparticles because of their ability to avoid filtration.

Sodium lauryl/laureth sulfate: This synthetic detergent and foaming agent is linked to eye and skin irritation.

There’s also another concern with SLS that may occur during manufacturing. Some products go through a process called “ethoxylation” to make them less harsh, which can lead to being contaminated with 1,4 dioxane, a suspected carcinogen.

DAY 2: WHAT YOU PUT ON YOUR BODY

Diethanolamine (DEA) and Triethanolamine (TEA): Found in body wash and shampoo, these emulsifiers and foaming agents may cause allergic reactions and are linked with potential health issues. DEA is banned in Europe.

Diazolidinyl and Imidazolidinyl Urea:

A synthetic preservative that's used in shampoos, lotions and sunscreens. It can cause allergic reactions in some people, and it may release formaldehyde.



DAY 2: WHAT YOU PUT ON YOUR BODY

Your CLEAN IT UP Checklist

- ✓ **Scour the labels** on your personal care products and get rid of the items that don't meet your guidelines.
- ✓ If you want to take it next level, **download the “Think Dirty – Shop Clean” app** on your phone, and scan the barcode of your products at home to see how they rate.
- ✓ **Make a list of products you need to replace.**
- ✓ **Go shopping!**



DAY 3

*What You Live
with in Your Home*



DAY 3

WHAT YOU LIVE WITH IN YOUR HOME



Last year even the “greenest” of us thought about deploying ALL the heavy-duty cleaners and chemicals in our homes to keep our families healthy and safe.

This year, it’s time to think about taking a step back from that with two words in mind: **toxic load**.

Your home is your haven, and studies show it likely contains hundreds of different chemicals. In small amounts, our bodies are able to keep us safe from them.

But too much exposure, for too long, can overload your body’s defenses, making you and your family vulnerable to chronic illnesses like asthma, and even type 2 diabetes, heart disease, and cancer.

DAY 3: WHAT YOU LIVE WITH IN YOUR HOME



It's not just about the household cleaning products you use. From your cookware - to your carpeting and rugs - to the paint on the wall - to the air that you breathe ... not to mention what gets tracked in on your shoes, your home can be loaded with potentially harmful substances!

Fortunately, cutting down on the toxic load doesn't mean totally rehabbing your home. But it DOES take some awareness and consistent action.

The results definitely are worth it!

Replace your everyday household cleaner with this DIY version. You can find washing soda at the grocery store or hardware store.

DIY Cleaning Solution

- ½ tsp washing soda
- 1 tsp liquid dish soap (choose a green brand)
- 2 cups hot water
- 3-4 drops organic essential oils – good options for cleaning include lemon, tea tree, or peppermint.

Mix them up in a spray bottle and get to work!



DAY 3: WHAT YOU LIVE WITH IN YOUR HOME

Your **CLEAN IT UP** Checklist



- ✓ **Keep your shoes at the door.**
- ✓ **Open your windows as often as possible.** Indoor air can be 5x more polluted than the air outside.
- ✓ **Get your cooling & heating system cleaned regularly** and be sure to replace filters.
- ✓ **Get a few air-filtering houseplants.** Top choices include spider plants, rubber plants, aloe vera, snake plants, and areca palm.
- ✓ **Use “clean” laundry detergents** and replace your store-bought dryer sheets with wool dryer balls.
- ✓ **If you dry clean your clothes, air them out in your garage or other home outpost** for a couple days before wearing them.

DAY 3: WHAT YOU LIVE WITH IN YOUR HOME

Your **CLEAN IT UP** Checklist

- ✓ **Replace your vinyl shower curtain with one made with natural materials.** Remember the plasticizing phthalates from Day 2? You don't need them around you when you are enjoying a hot, steamy shower!
- ✓ **Get rid of pesticides in your home and on your lawn.** These are designed to kill insects and pests, after all, and they are linked with irritation, breathing issues, nausea, nerve problems, headaches, and more. If you have a pest problem, seek out the least toxic solution.
- ✓ **Next time you paint,** choose a brand with low VOCs (volatile organic compounds).
- ✓ **Go through your stash of plastic containers** and get rid of anything with a recycling label of 1, 3, 6, or 7 because they likely contain phthalates, BPA, or styrene. Upgrade to glass containers if possible.
- ✓ **Switch to microfiber cloths to dust your home.**

DAY 3: WHAT YOU LIVE WITH IN YOUR HOME

Your CLEAN IT UP Checklist

- ✔ **If you don't already have a vacuum cleaner with a HEPA filter, upgrade when you can.** In addition to dust, the filter can reduce harmful bacteria, particles, and pathogens.
- ✔ **Test your home for radon,** and be on the lookout for mold. If you live in a home built before 1975 and suspect you have lead paint or asbestos in your home, don't disturb it and call in the experts!
- ✔ If you haven't already, **think about upgrading your bedding** – organic cotton is a great choice.



DAY 4

*What You Feed
Your Mind*









DAY 4

WHAT YOU FEED YOUR MIND

Whether or not you realize it, you make choices every day that affect your brain, your mood, your outlook, your beliefs, and even your IQ!

What you feed your mind (intentionally or not) has a powerful impact.

Here are a few examples:

-  ***What you watch on TV***
-  ***The news you follow***
-  ***Social media***
-  ***The people around you***
-  ***The books you read/listen to***
-  ***The podcasts and music you listen to***



Each item on that list can influence your thoughts, your beliefs (political, religious, you name it!), your mood, and your overall outlook.

They also can play a role in your cognitive ability. For example, studies show watching educational TV can boost your IQ vs. watching TV solely based on entertainment. So can reading vs. watching TV.

Not only that, but studies also show that you can “catch” the mood of the people around you!

Have you ever noticed that being around someone in a bad mood has left you feeling negative or grouchy?

DAY 4: WHAT YOU FEED YOUR MIND



OUR OVERWHELMED BRAIN

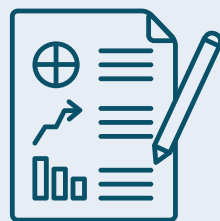
We live in a time where it's all too easy to **OVERSTIMULATE** your mind – another form of toxic load!

Did you know it's impossible for your brain to focus on two things at once? And yet how often do we try to do that?

We scroll our phones or text while eating ... having conversations ... and some of us even do it while driving (don't do that).

Or we try to read or complete other work during Zoom calls, and we listen to books or podcasts while doing other tasks.

This actually makes us **LESS** productive because it forces our brains to shift from one thing to another – which often requires different areas of our brain to activate.



A study by the University of London found that multitasking during cognitive tasks made IQ scores drop as much as if you'd stayed up all night – and some people's IQ plummeted 15 points, to the level of an 8-year-old child!

DAY 4: WHAT YOU FEED YOUR MIND

PROVEN BRAIN-BOOSTER

One of the best ways to easily (and enjoyably) boost your brainpower is to READ. It may help slow age-related cognitive decline, according to studies, and it may improve overall intelligence.

Plus, it's linked to reduced stress, improved empathy, and a lower risk of Alzheimer's Disease.

The goal is to upgrade:

- 🌿 ***What you feed your mind,***
- 🌿 ***How - and how much - you feed your mind, and***
- 🌿 ***Improve your focus and brainpower.***



DAY 4: WHAT YOU FEED YOUR MIND

Try this exercise a few times a day to help refocus, destress, and become more intentional about how you feed your mind:

The "STOP" Technique

S Stop what you are doing.

T Take a few long, slow breaths to re-center yourself, so you are fully present in the moment.

O Observe what's going on in your:

- **Body** – Are you tense? How are you feeling? Notice what your senses are picking up – what do you see/hear/smell/taste?
- **Feelings** – Notice how you are feeling emotionally. Are you sad, worried, happy, frustrated, upbeat, blah, etc.
- **Mind** – What judgments are you making up about your feelings and emotions? Are you dwelling on your feelings, or telling yourself a story about why you're having them? (Try not to judge your judgments – just be aware of them.)

P Proceed forward, armed with the insight of what you've noticed during the past minute or so.



DAY 4: WHAT YOU FEED YOUR MIND

Your **CLEAN IT UP** Checklist



- ✓ **Limit your time on social media** to 15-20 minutes a day, and follow only people who inspire and motivate you.
- ✓ **Limit the amount of news** you read/watch/listen to.
- ✓ **Watch TV shows that expand your knowledge and understanding** – or simply make you feel happier.
- ✓ **Limit your exposure to negative people**, and if you notice someone's mood is affecting yours, be aware of it – it can help ease its impact on you.
- ✓ **Make time for mindfulness** by trying the STOP technique, going for walks in nature, or trying activities such as yoga or t'ai chi.
- ✓ **As much as possible, stop multitasking.**
- ✓ **Create a reading practice** and aim to read at least a few pages every day.



DAY 5

↪ *Create Your Seasonal
Clean-It-Up Checklists*

DAY 5

CREATE YOUR SEASONAL CLEAN IT UP CHECKLISTS

“Cleaning it up” is a LIFESTYLE and doesn’t stop. It actually evolves as you, your home, your family, and your environment change.

You know that “spring cleaning” ritual that our parents or grandparents used to do?

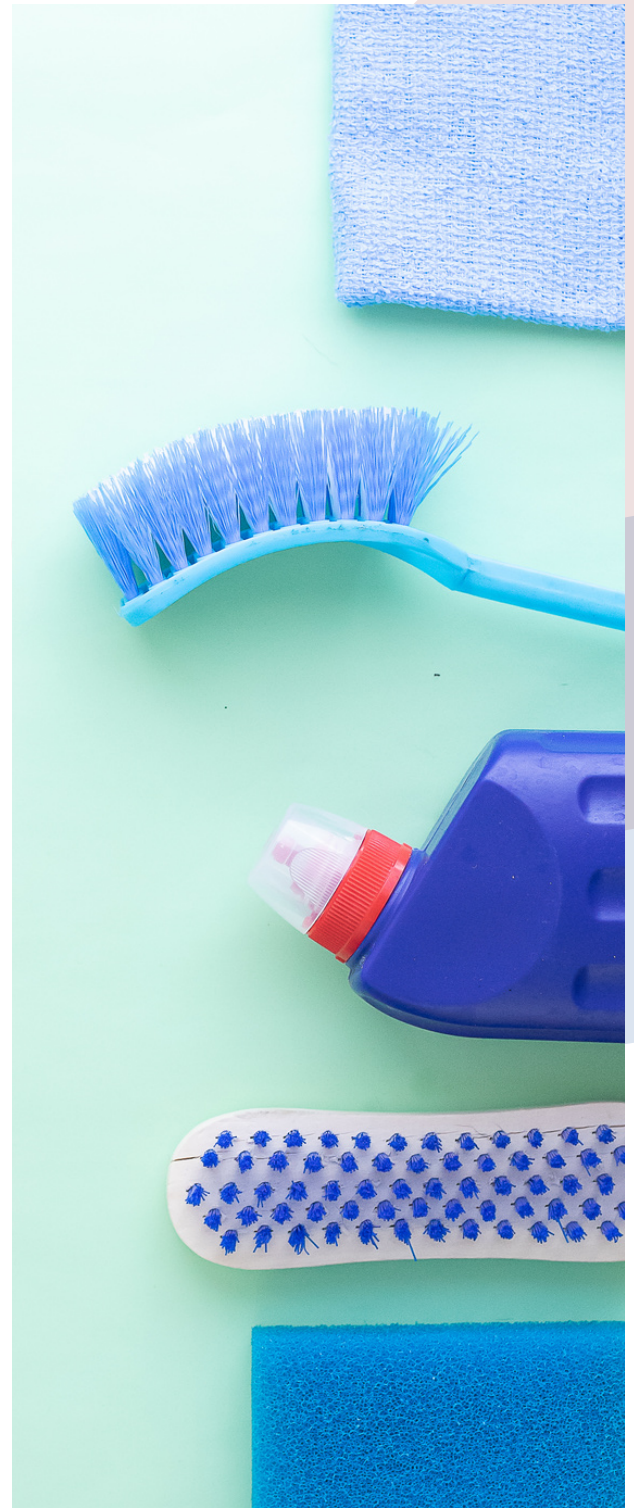
Well, it’s a ritual worth bringing back – except instead of doing it once a year, what if we tackled a scaled-down version with each new season!?

INTERESTING FACT

The original reason for spring cleaning was to remove soot built-up inside the house during the winter!

Creating seasonal checklists makes the process more manageable.

Having a regular routine will help you feel organized, squared away, and confident that your home remains a safe and welcoming haven – and also that your personal care routine stays up-to-date.



DAY 5: CREATE YOUR SEASONAL CLEAN IT UP CHECKLISTS

EACH NEW SEASON

- Clean or change filters in your heating/AC systems and any water/air filtering system you use.
- Check the filter(s) on your vacuum cleaner.
- Air out your comforters by letting them hang outside on a sunny, warm, dry, and breezy day.
- On warm days, open up your windows and let fresh air circulate.



SPRING

- Think about starting a garden or growing 1-2 pots of veggies (like tomatoes) or herbs!
- Sign up for farm shares from local farmers for deliveries of locally grown produce.



SUMMER

- Reverse your ceiling fans so they are going counterclockwise, pushing air downward and creating a breeze.
- Vacuum refrigerator coils – keep your fridge clean to make its job easier.
- Explore natural pest control methods to keep your home healthy.

DAY 5: CREATE YOUR SEASONAL CLEAN IT UP CHECKLISTS

FALL

- If no one is home for part of the day while everyone is at work/school, set a timer for your thermostat and turn it down during those hours, so your furnace isn't heating an empty house.
- Add some houseplants to help clean the air during the coming months, as you likely will have less fresh air circulating.

WINTER

- Change the direction of your ceiling fans so they are gently pulling air upward, helping warm air circulate.
- Set a reminder on your calendar to clean your humidifier each week with vinegar and water to prevent it from spewing mold and bacteria into the air! Follow the manufacturer's recommendations, or check out [**this link**](#).








DAY 5: CREATE YOUR SEASONAL CLEAN IT UP CHECKLISTS



MAJOR PROJECTS

These one-time projects require a bigger investment of time and money, but they can pay off in a greener, cleaner home.

Here are a few ideas to consider for the long run!

-  ***Replacing carpet with environmentally friendly flooring.***
-  ***Adding smart home devices to manage your thermostat, lighting, and more.***
-  ***Repainting rooms using low VOC paint.***
-  ***Adding a bidet attachment to your home toilet.***
-  ***Installing solar panels.***

DAY 5: CREATE YOUR SEASONAL CLEAN IT UP CHECKLISTS

Your CLEAN IT UP Checklist

- ✓ **Create your OWN seasonal checklists for your “clean it up” efforts:** replacing filters, removing not-so-clean products and items that have snuck into your home and routine, etc.
- ✓ **Keep a running list of projects you’d like to tackle,** from installing a water filtration system to refreshing rooms with low VOC paint, to upgrading your bedding to organic cotton.
- ✓ **Find local farmers** or farm shares or join a co-op for organic produce and ethically raised meat/eggs.
- ✓ **Update your checklists regularly.**



A Healthy, Happy **LIFESTYLE**

I truly hope the information in this guide leaves you feeling empowered to take action to upgrade your health and wellness.

As you've seen, it's all connected. What you eat, breathe, put on your body, and even what you read or watch on TV can affect how you feel, both now and into the future.

As a special thank you for downloading this ebook, I have something special for you to help you take the next step in your wellness journey!

21/28 DAY RAPID INCH LOSS PROGRAM

For just €99

We'd be honored to be part of your wellness team!

Matthaeus Grasso

A New, Better Live



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