



Zurvita[®]

TRANSFORMATION SYSTEM



SUPPORT FOR A HEALTHY LIFESTYLE

meet the founders

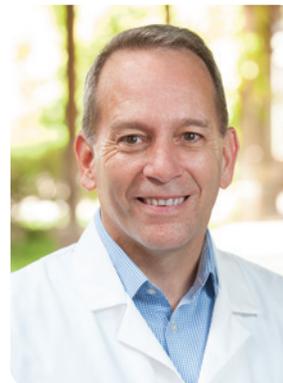
Mark and Tracy Jarvis created Zurvita in 2008 to make a significant impact on people from all walks of life. Their mission was to transform lives for the better and offer opportunities where everyone can succeed. The Jarvis' have always been passionate about health and fitness and have served as a source of inspiration and motivation for Zurvita Consultants and customers.



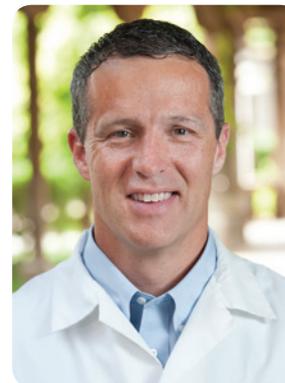
the foundation

The Zurvita Transformation System was developed by the Zurvita Scientific Advisory Board to give anyone, at any place in their life, the tools they need to transform.

scientific and medical advisory board members



SCOTT VANLUE, M.D.



JAMES BADMAN, M.D.

doctor approved

True Transformation begins in the mind. It's not about the inches or pounds. It's about the journey to becoming the best possible version of you. The Zurvita Transformation System was designed to help people achieve optimal health at an affordable price with a simple system.

If your goal is to:

- Achieve or maintain your optimal weight
- Lose inches
- Reduce body fat
- Increase lean muscle mass
- Increase energy and stamina
- Regain confidence
- Establish healthy habits

Your solution is here. The Zurvita Transformation System includes products that work synergistically that, when combined with a healthy diet and exercise, can help you achieve your goals.

starting the system

STEP 1: IDENTIFY YOUR “WHY”

What’s your motivation for transforming your life?

I’m choosing to transform my life because _____

STEP 2: PLEDGE TO SUCCEED

Zurvita True Transformation Pledge

I, _____, on this date of _____, _____, _____
pledge to honor and respect my body, mind, and spirit.

I will fully commit over the next 90 days to become the BEST possible version of me.

I will strive for health, not perfection and begin each day with gratitude and a positive mindset.

I will be mindful and present in my daily actions as I work toward achieving my goals.

I will switch my focus from how much I need to change to ALL that I stand to gain.

I will face my fears, break strongholds, and experience breakthrough.

I will remind myself of my “why,” that I matter, and will choose to believe in myself and celebrate my successes.

STEP 3: KNOW YOUR SUPPORT SYSTEM

Zurvita Corporate

Zurvita is committed to helping you achieve your goals. Know that you have the Zurvita Corporate Team on your side.

Zurvita Coach, Peter N. Nielsen

Health and fitness expert, Peter N. Nielsen, is dedicated to teaching you the foundations to making good choices. Peter holds over 50 bodybuilding championship titles and was named “Trainer of the Year” by Self and Muscle & Fitness magazines. He’s also a spokesperson for the Crohn’s and Colitis Foundation, author, and conducts a nationally-syndicated radio and TV show sharing his passion for Zurvita and health with others.

Zurvita Transformation Facebook Group

The most encouraging piece to transforming is the support received from your community. Join the official Zurvita Transformation Facebook Group for daily tips, challenges, inspiration, and motivation to reach your goals.

STEP 4: TRACK YOUR MEASUREMENTS

It’s important to track your progress. The number on the scale doesn’t tell your whole transformation story. In addition to keeping track of your weight, we also suggest measuring different parts of your body, calculating your body fat percentage, and taking before and after photos so you can see the progress you’re making. If you’re entering the Zurvita Life, you’ll need these photos and measurements to officially enter. Visit ZurvitaLife.com for tips on how to do this.

tools to succeed

ZEAL FOR LIFE

The foundation of the Zurvita Transformation System with 50 functional superfoods, vitamins, and minerals. Zeal comes in five flavors - Wild Berry, Bold Grape, Tropic Dream, Kiwi Watermelon and Lemon Lime. Zeal’s balanced nutrition can be a foundational support for real focus, pure energy and proven health.

Visit Zurvita.com for the clinical trial results.

ZURVITA PROTEIN

Made with only the most nutrient-rich ingredients and Zeal’s most powerful superfood, rice bran, Zurvita Protein is convenient and ideal for busy and active people-on-the-go. It’s all natural and loaded with 26 essential vitamins and minerals to keep you energized, satisfied and feeling full while supporting your weight management. Zurvita Protein is made with whey and pea protein and is high in Vitamin A, C, D, E, B1, B2, B3, B6, and B12. It’s also high in Biotin, Folate, and more.

Find the Zurvita Protein FAQ on ZurvitaLife.com.

ZURVITA BURN

Zurvita Burn is all about giving your body the jumpstart it needs to help you reach your health goals. It’s designed to specifically support the body by optimizing your metabolism. Burn contains energy boosting ingredients which support healthy blood glucose levels and help aid in overall health and wellness.

ZURVITA CLEANSE

Zurvita Cleanse is designed to renew, reset, and restore your total body functions. It helps the body’s natural mechanisms for elimination while supporting overall gut health.





daily female meal plan



daily male meal plan

meal plans

Male Meal Plan | Female Meal Plan

Meal Plan 1

OPTION 1

Zurvita Protein Shake
Add low fat Yogurt -
no sugar added or one
piece of Fruit (blueberries,
blackberries, raspberries,
strawberries, apples, etc.)

OPTION 2

4 Egg White Omelet with Vegetables
6 Egg White Omelet with Vegetables
1/2 cup of berries or one whole apple

OPTION 3

1 Cup Dry Oatmeal
cooked with water
1 Cup of Almond, Coconut
or Rice Milk, no sugar added

Meal Plan 2

OPTION 1

1 Low-Fat Yogurt

OPTION 2

3/4 Cup Low-Fat Cottage Cheese
1 Cup Low-Fat Cottage Cheese

OPTION 3

Zurvita Protein Shake with Water

Meal Plan 3

OPTION 1

4 oz. / 6 oz. Lean Protein (chicken or turkey breast,
tuna, salmon, white fish, etc.)
1 Tossed Green Salad (approximately 2 Cups)
1 Tbs. of low fat, sugar & salt dressing.
1 Tbs. Fat-Free Dressing

OPTION 2

1 Can Tuna (water packed)
2 Cups Raw Vegetables
1 Tbs. Fat-Free Dressing

Meal Plan 4

OPTION 1

1/4 Cup of Nuts
(Almonds, Walnuts,
Pistachios) unsalted

OPTION 2

Zurvita Protein Shake

OPTION 3

2 Cups Raw Vegetables
1/2 Cup Low-Fat Cottage
Cheese or Hummus

OPTION 4

3/4 cup Low Fat Cottage
Cheese or Hummus
1 cup Low Fat Cottage
Cheese or Hummus

Meal Plan 5

OPTION 1

4 oz. / 6 oz. Lean Protein
(chicken or turkey breast, or fish)
1 Tossed Green Salad (approx. 2 Cups) or Spinach Salad
1 Tbs. Low Fat Dressing
Steamed or Grilled Vegetables (No corn, potatoes)

OPTION 2

Zurvita Protein Shake

Meal Plan 6

OPTION 1

Zurvita Protein Shake

OPTION 2

Low-Carb Protein Bar

OPTION 3

Sugar-Free Jello

OPTION 4

1 Tbs. Natural No Sugar
Added Peanut Butter

follow a schedule

One of the secrets to managing your weight is to eat six small meals a day in order to keep your metabolism running. Below is a suggested schedule to follow.

MORNING

ACCELERATE METABOLISM

Take 2 Zurvita Burn with a 12-ounce glass of water.

For maximum effect, take 15-30 minutes before you eat.

NOURISH

Drink one serving of Zeal.

EAT Choose an Option from Meal 1.

MID-MORNING

EAT Choose an Option from Meal 2.

Lunch

EAT Choose an Option from Meal 3.

MID-AFTERNOON

FLUSH TOXINS

Take 2 Zurvita Cleanse with a 12-ounce glass of water.

For maximum effect, take 15-30 minutes before you eat.

INCREASE YOUR HYDRATION

Continue to drink plenty of water throughout the day.

EAT Choose an Option from Meal 4.

DINNER

EAT Choose an Option from Meal 5.

After Dinner

EAT Choose an Option from Meal 6.

NOTE:

- Try to drink at least 1/2 of your ideal body weight in fluid ounces of water daily.
- Try to eliminate any starchy carbs (bread, pasta, rice, corn, potatoes, etc.) after 4 p.m.
- Try to space meals approximately 2.5 – 3.5 hours apart.

water

Water is the forgotten nutrient. It is crucial to every function in the body: temperature regulation, circulation, metabolism, immune system and waste elimination. Dehydration can affect performance and drastically slow down weight loss. You should try to drink one half of your ideal body weight in ounces of water daily. Water suppresses the appetite naturally and helps your body metabolize stored fats. An overweight person needs more water than a person at their ideal/healthy weight.

My recommended daily intake of water is _____ ounces
(one half of my ideal body weight).

WATER INTAKE TIPS

Don't use thirst as an indicator of how much water you should drink. By the time you become thirsty, you are already dehydrated. You will quench your thirst before you replenish your body's water needs.

Don't try to lose weight by not replacing water lost during activity. Try to drink at least four ounces of water every fifteen minutes of exercise.

Don't try to wear rubberized or heavy clothing to increase perspiration and weight loss. You can increase your core temperature and cause severe health problems and possibly death.

Weigh yourself before and after a workout. Whatever you lose, replenish with water.



making a choice



Women's total daily calorie: 1500 per day
45% from carbs | 30% from protein | 25% from fats

Men's total daily calories: 2000 per day
45% from carbs | 30% from protein | 25% from fats

It's easy to make the best decisions when you're armed with the facts. Choose what works best for you by using the chart below as a guide. Whether it's breakfast, lunch or dinner, remember to make it balanced.

Protein: beans, lentils, peas, nuts, fish, chicken, turkey, wild grass feed game, eggs, low-fat dairy (Portion Size: Palm **30%**)

Good Fats: avocado, nuts, flax, omega 3 from salmon, olive oil, coconut (Portion Size: 3 Fingers **25%**)

Complex Carbs: fruits, vegetables, grains, sweet potatoes, quinoa, legumes (Portion Size: 2 Fists **45%**)

Try to eat no more than 30-35 grams of protein within a 2.5 hour period of time and no more than 75 grams or 300 calories of carbs within a 90 min period of time. Strive to eat smaller more frequent meals every 3 hours.

protein intake

Protein is the building block of muscle. It is essential in helping you achieve and maintain your ideal body composition. Next to water, it is the most plentiful substance in your body. Protein is used for tissue growth and repair as well as a host of other biochemical processes.

During digestion, protein is broken down into its smaller components, called amino acids. There are 22 amino acids known to be vital to the human body. Of these, nine are labeled as essential amino acids because they cannot be manufactured in the body by using other amino acids. Essential amino acids must come from your diet. Because your body can't store protein as protein, a new supply must be taken in daily.

Just like any other food source, too much of a good thing can be bad. The average person can only break down 30-40 grams of protein in a 2.5-hour time period. Additional protein consumed will be converted to fat. It is best to eat more frequent smaller meals than the traditional three large meals per day.

PROTEIN SOURCES

Most animal proteins, including eggs, meats, fish, poultry, and dairy products contain reasonable amounts of all nine essential amino acids.

When legumes or vegetables are eaten alone, the body cannot take advantage of its protein; therefore, these foods are considered incomplete proteins. However, by eating combinations of these vegetarian based proteins, you can make up for their deficiencies and create a complete protein. These food combinations are called complementary proteins.

Keep in mind that many of the best protein sources are also sources of fat. Beef, eggs and dairy all contain significant amounts of fat and cholesterol. Choose wisely. Foods like egg whites, fish, chicken breast and buffalo are all very lean and great sources of protein. When choosing dairy products, stick with skim or 1% milk and low-fat yogurts or cottage cheese.

Zurvita Protein is a great source of clean protein. Add water to a protein shaker bottle for a 180-calorie snack. Or mix with almond, coconut, or skim milk instead. Sprinkle protein on oatmeal, fruit, or yogurt for a healthy meal.

Zurvita Life Transformation

You've already set your goals which means you're challenging yourself. This is the most important step. If you're ready to become the best version of yourself, join the Zurvita Life Transformation, a 90-day transformation program that starts when you're ready. Winners are chosen yearly to earn a grand prize. Find out more at ZurvitaLife.com.

SPARK CHANGE IN OTHERS

Transforming is contagious, and people will notice the change in you. When they do, use it as an opportunity to share this experience with them. As a customer or Consultant of Zurvita under the G3 program, you can earn free product by sharing Zeal with 3 people.

After your first 30-days on Zurvita products, make sure you're still enrolled in an autoship that fits your goals.

TIPS TO MAINTAIN A HEALTHY LIFESTYLE:

- Take two Zeals a day
- Stay hydrated
- Make good food choices
- Exercise regularly



frequently asked questions

WHAT IS ZEAL FOR LIFE?

Zeal is a nutritional blend of whole food concentrates in a drink providing a source of nutrients, antioxidants and vitamins that enrich and restore your body.

WHAT IS GUARANA?

Guarana is a plant that comes from Brazil that is a natural source of caffeine. It's one of the ingredients that help Zeal provide sustained energy. Zeal also comes in Guarana-free options for those not wishing to increase their energy.

WHAT CAN I EXPECT DURING MY FIRST WEEK ON THE PRODUCT?

Your situation and dietary needs may vary and each person's body works differently, because of this we know that Zeal and Zurvita Protein benefit different people in different ways. We do suggest you consult with your physician in order to meet your specific transformation goals.

WHAT IS STABILIZED RICE BRAN?

Stabilized rice bran is Zeal's most unique ingredient. It nourishes and stabilizes the cells of our bodies and contains essential vitamins, minerals, amino acids, fiber, and antioxidants.

HOW OFTEN CAN I RAPID CLEANSE?

It's recommended to consult your physician before making any health or dietary decisions. We suggest a rapid cleanse not happen more than once a month.

WHEN IS IT BEST TO TAKE PROTEIN?

The best time to take protein is within one hour of finishing your workout to help aid in muscle recovery.

DO I HAVE TO EXERCISE WHEN I TAKE PROTEIN?

If you don't work out, your muscles aren't likely to be challenged enough to need that extra protein. Protein contains calories, the same as carbohydrates, and eating too many calories leads to weight gain.

CAN ZURVITA PROTEIN BE A MEAL REPLACEMENT?

Currently, there is no FDA definition of a meal replacement but products claiming this title have between 200-250 calories. Zurvita Protein is 180 calories. We recommend taking Zurvita Protein with Zeal or in a smoothie to get the equivalent of a small meal or snack.

exercise

While nutrition is paramount in achieving an ideal body composition, exercise is every bit as important in helping you reach and maintain your goals. When designing an exercise program, there are three components that need to be addressed: **cardiovascular exercise** | **resistance training** | **stretching**

cardiovascular exercise

This burns calories and elevates metabolism. Keep heart rate elevated with repetitive activities like walking, jogging, cycling. Use the F.I.T. (Frequency, Intensity, Time) principle to determine what is best for you.

FREQUENCY	INTENSITY	TIME
Try to exercise at least 3-5 times each week	Strive to maintain a heart rate between 70%-80% of your maximum rate. See formula below for ranges	Each of your cardiovascular workouts should last 30 to 60 minutes or more
HEART RATE INTENSITY FORMULA		
220 - Age	=	Max Heart Rate
Maximum Heart Rate x .7	=	Low End of Range
Maximum Heart Rate x .8	=	High End of Range
NOTE: Exercise is a physical activity that has potential physical risk		

Before beginning an exercise system, please consult your physician.

resistance training

Muscle is the thermostat that controls your metabolism. The more lean tissue you have, the more calories you burn in a day. The best way to build muscle is through regular resistance training. This can include free weights, machines, elastic tubing or even manual resistance. Try this routine:

- 2-3 sets of 10–15 repetitions per exercise for the upper body**
- 2-3 sets of 15–20 repetitions per exercise for the lower body**
- 2-3 exercises per workout for chest, back and legs**
- 1-2 exercises per workout for shoulders and biceps**

Once you can perform all of the reps in a given set with good form, increase the weight you're using. Don't increase the number of repetitions beyond what is listed above. This will increase endurance, but not help in building lean muscle tissue and boosting metabolism.

stretching

One of the biggest problems the average person faces is poor flexibility. Tight muscles are weak muscles. They also cause poor posture, which can lead to back problems and injuries. Stretching can be done daily. Hold each stretch to the point of pressure, not pain, for 10-20 seconds.



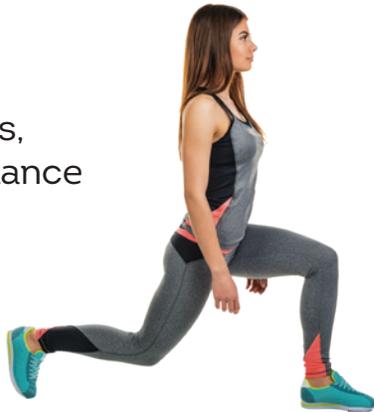
NO GYM

NO PROBLEM

EXERCISES YOU CAN DO ANYWHERE

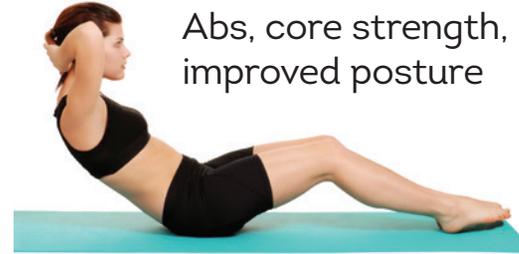
LUNGES

Quads, calves, improved balance



SIT-UPS

Abs, core strength, improved posture



FLUTTER KICKS

Abs, hip flexors



PUSHUP

Triceps, shoulders, glutes, chest, core



SQUATS

Quadriceps, hamstrings, calves



CLAPPING PUSH-UPS

Chest, shoulders, triceps



PLANKS

Core strength, glutes, hamstrings



SUPERMAN

Upper and lower back, glutes, hamstring



progress tracker

MY GOALS

	START Month 1	START Month 2	START Month 3	END Month 3
Weight	_____	_____	_____	_____
Neck	_____	_____	_____	_____
Chest	_____	_____	_____	_____
Waist	_____	_____	_____	_____
Hips	_____	_____	_____	_____
Left Upper Arm	_____	_____	_____	_____
Right Upper Arm	_____	_____	_____	_____
Left Upper Thigh	_____	_____	_____	_____
Right Upper Thigh	_____	_____	_____	_____
Left Upper Knee	_____	_____	_____	_____
Right Upper Knee	_____	_____	_____	_____
Left Calf	_____	_____	_____	_____
Right Calf	_____	_____	_____	_____

NOTES

Believe! I trust that you are inspired by the goals you have set and now have a basic outline of how to accomplish them.

Over 20 years ago, I ventured into a new city with nothing but the clothes on my back. Against all odds, and with two near-death experiences, I always believed I would accomplish my goals and I praise God for burning that belief in my heart.

One of the greatest abilities each one of us has is to believe. If you believe you can be successful, overcome the mistakes of your past and you can fulfill your God-given destiny. There is incredible power in this.

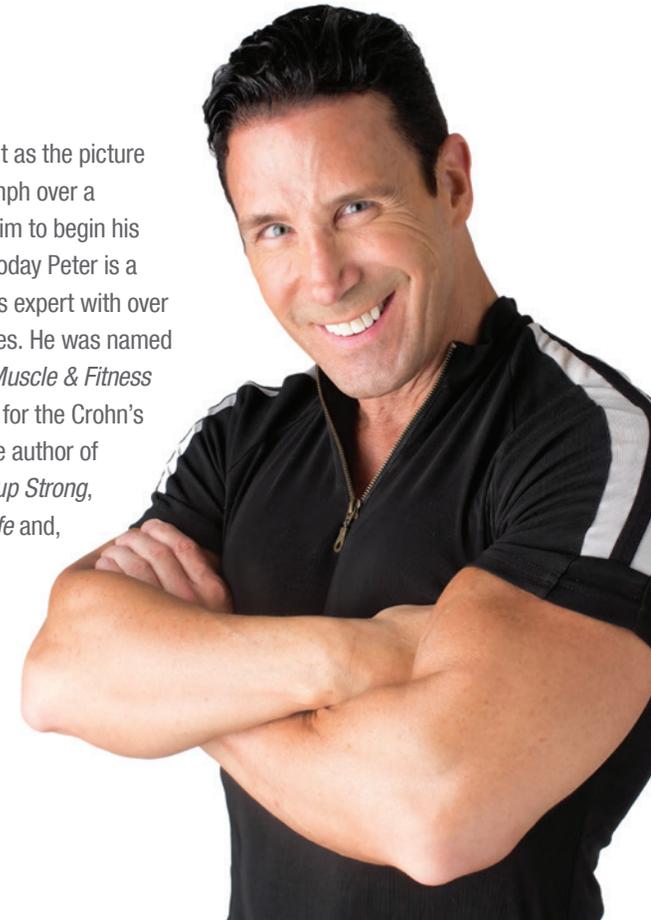
Believing is greater than your circumstances, greater than your trials, greater than your medical report, and greater than your bank account!

I know you can succeed and believe that you will!



Peter N. Nielsen

Peter Nielsen's life did not start out as the picture of health. At a young age, his triumph over a life-shattering disease propelled him to begin his dedication to health and fitness. Today Peter is a world-renowned health and fitness expert with over 50 bodybuilding championship titles. He was named "Trainer of the Year" by *Self* and *Muscle & Fitness* magazines and is a spokesperson for the Crohn's and Colitis Foundation. Peter is the author of several books including: *Growing up Strong*, *Will of Iron*, *Guide to a Healthier Life* and, his newest book, *Soul Strength*. For more than 15 years, he has hosted the nationally-syndicated health, fitness and lifestyle television and radio series, *Peter's Principles*, which is now syndicated in over 200 stations across the country.





Zurvita[®]
a higher way of life

Zurvita.com 1.844.Zurvita