

Jason Vale

JUICE & BLEND

7-DAY RESET

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**THE
'F'
WORD**

A decorative horizontal line with a small diamond-shaped ornament in the center, positioned below the word 'WORD'.

I've been devising juice and blend plans for over two decades now, and in all of that time, I have yet to find anything as effective for safe, *rapid* weight loss and overall good health in general.

Over the years, I have received tens of thousands of testimonials from people all over the world, for whom juicing has had a dramatic, positive effect on their weight and health conditions. People who are not only extremely pleasantly surprised by the sheer amount of weight they've dropped on a plan but how it then catapulted them into making healthy changes for life. I have seen people go on to lose over 150lbs (68 kilos) after an initial seven-day plan. I have also seen people cut down on certain medications, and in many cases, stop taking them altogether. I have witnessed first-hand — thousands of times — how people sleep better, have more mental clarity, more energy and just more fire in their belly.

If you're in a bad eating and drinking rut and don't seem to be able to climb out, it doesn't matter if you're a juice virgin or a juice veteran; this *Juice & Blend 7-Day Reset* will help to get you out. I realise that's a bold statement, but I haven't just arrived at the juice diet gates. I have been doing them and devising them longer than anyone I know, and they work for the vast, vast majority of people. Well, they work if you actually complete them, that is!

My mission is not only to lay the plan out for you, but to get you mentally and physically prepared, so you *do* complete it. Your mission (if you choose to accept it), is to read this book in order to be fully prepared, so you don't self-destruct during the process. The last thing you, or I, want is for you to buy all the fruit and veg only to find it's making its own way out of the fridge at the end of the week, unused and feeling sorry for itself.

You'll be pleased to know this is one of the easiest to follow plans I have ever devised. I have taken, what I consider to be, my finest freshly extracted juice recipes and best super blend recipes from the last 20 years and created a plan that is not only effective in terms of weight loss and overall health but also highly effective in terms of keeping you physically satisfied. The app for this plan was released a while ago, and the most common feedback I get, aside from significant

weight loss and how good people feel at the end, is about how easy the plan is to follow. Not only because you don't ever feel uncomfortably hungry, but also because you don't have to clean your juicer as much. This, if you've never done a juice plan, is a big deal.

The *Juice & Blend 7-Day Reset* is made up of 50% juices and 50% blends (hence why you don't need to clean your juicer as much) which is why — in my humble juicy opinion — it's the perfect balance of *macronutrient* blends and *micronutrient-rich* juices. The blends, which you'll have every morning and evening, are rich in plant proteins, fats and carbohydrates (macronutrients). Fats and proteins help to regulate appetite, so they will keep you nicely satisfied and fuller for longer. They will also help to keep your energy up throughout the plan. The juices, which you'll have during the day, are micronutrient-rich (vitamins, minerals and plant compounds). Both the blends and juices contain macro **and** micronutrients. However, blends are richer in *macronutrients*, and the juices are richer in the *micronutrient* side of nutritional life.

A LITTLE JUICY BACKGROUND

If you are new to my work, a *very* brief bit of background before we crack on.



My passion for this subject started because of my own ill health but what continues to drive my passion today is sharing what worked for me in the hope of helping others with their ill health. Before I discovered the power of freshly extracted juices, I suffered with psoriasis, eczema, asthma, hay-fever and was very overweight. I also smoked two to three packets of cigarettes a day and drank like a fish. I wasn't a well puppy.

When it comes to disease, no matter what it is, that disease has a spectrum. If we say one is the best a disease or ailment can be in terms of its severity and ten is the very worst it can be, then my psoriasis, eczema, hay fever and asthma all hovered

between eight and ten depending on the day. My psoriasis, for example, covered over 90% of my body. It would literally crack all the time; I was always itching, always in pain and couldn't wear certain clothes. These were just the *physical* symptoms of this disease. The truth is, unless you've suffered with a severe skin condition yourself, it's hard to describe just how low it can take you mentally and just how much of life you miss out on because of it. On top of the psoriasis, I had asthma to deal with too. I had several near-death asthma attacks and needed to take my regular asthma pump up to 14 times a day and the steroid one twice a day. My eczema was on the backs of my legs and my elbows, although it was often hard to see where eczema stopped, and psoriasis started. During the summer season, I had hay fever to contend with too. Hay fever doesn't sound like a bad condition to have. Many think it involves slightly itchy eyes and some sneezing. This may be the case if your hay fever is between one and three on the severity scale, but it's a whole different animal if you're hitting between eight and ten. This is where it's like the worst flu you can ever imagine. It's where you can't breathe properly, where you can't think clearly, where you search for anywhere with air-conditioning to get the slightest bit of respite. It's so bad I feel it should be renamed, as 'hay fever' simply doesn't do it justice.

THE WORD YOU'RE LOOKING FOR IS... FAT!

Then there was being overweight, or fat to be more, well, real. I realise in today's extremely touchy cancel culture and politically correct driven world that just using the 'F' word is enough to get me shot down, but that's what I was — FAT!

This is a condition that a significant number of people in the west now suffer from. It's a condition that often has a much larger negative effect on people, both mentally and physically, than many are prepared to talk about or even admit. Often, something as seemingly trivial as not being able to fit into the clothes you want to wear can have a devastating effect on a person's self-esteem and their approach to daily life. It is a condition that can hit you many times each and every day. There may well be some people who are 'fat and happy', but I wasn't one of them, and to be honest, I am unsure how many of the self-proclaimed 'fat and happy' brigade actually exist in the real world when the doors are closed.

The majority of people suffering from being overweight aren't fat and happy at all; the majority — if we have our honest heads on — are 'fat and fed up with it'. That's what I was, and having spoken to tens of thousands of people in the same boat for the two decades I have been doing this, I know that's where most overweight people sit, totally fed up with their fat status quo.

I was fed up with not being able to wear what I wanted. Fed up with how I looked. Fed up with how I felt. Fed up with eating rubbish and hating myself afterwards. Fed up with not feeling confident on the beach or by the pool. Fed up with being out of breath. Fed up with not being the person I wanted to be and often living a life of self-loathing. I was fat and just fed up with it!

The cold hard truth is being overweight can, and most of the time does, stop you from being completely yourself. It often prevents you from living life to the full, creates huge mental health issues and of course, being overweight is a condition that can, and often does, lead to all kinds of life-threatening diseases, such as heart disease, diabetes and cancer. It is also a condition, let us not forget, which was one of the *main* reasons why so many died *with* Covid-19. The

World Obesity Federation reported that 2.2 million of the 2.5 million global deaths recorded from March 2020 – March 2021 were in countries with high levels of obesity. This is not a coincidence, and nor is the fact that countries with lower obesity levels, such as Japan and South Korea, had low mortality rates when it came to Covid-19. The inconvenient truth one could therefore reasonably conclude is that without an obesity epidemic, there would have been no actual pandemic.

THE ELEPHANT IN THE ROOM

Despite many governments being fully aware of the fat/Covid death ratio, they completely ignored it at the time, and no doubt, they will still be ignoring it at whatever time you read this book. In the UK, it was all about 'STAY HOME — SAVE THE NHS'. I didn't once see, 'LOSE WEIGHT — SAVE THE NHS' or 'EAT VEG — SAVE THE NHS', which, given that overweight and obese people were **ten times** more likely to die with Covid, wouldn't exactly have been bad advertising campaigns. In the UK and USA, more than 60% of adults are overweight or obese, so it's not a surprise that two of the world's worst death rates, with regard to Covid-19, were the UK and the USA. It is well known in the

medical world that excess body fat induces immune dysregulation and chronic inflammation, which is directly linked to acute respiratory distress syndrome seen in influenza and other respiratory *viruses*. This again is why it is no shock to learn that 78% of all Covid related deaths were people who were overweight or obese — yes, SEVENTY-EIGHT PERCENT!

I suppose one of the biggest ironies of government policy to help ‘save lives’ was that the average person in the UK and USA *gained* between 10–20lbs during the lockdowns; many gained significantly more. This, of course, *increased* the chances of having real issues with the virus. The more people were locked down, the *more* they ate and skipped exercise, which meant the *more* likely they were of not being able to fight off the virus. Irony — it’s a funny ole thing. People also drank a lot more too, and alcohol-related deaths were the highest they’ve been since records began.

This is why I make no apologies for having focused primarily on the rapid, *healthy* weight loss of my juice/blend plans over the years, and it’s why here, once again, I make no apologies for focusing heavily on the rapid, *healthy* weight loss that can be achieved by following this *Juice & Blend 7-Day Reset*. Of course, health matters, but weight loss and better health are intrinsically linked — drop the excess weight, and you’re automatically going to have better health. However, for most people being overweight is *immediate*, and therefore, the initial number one focus. Being overweight is the here and now that affects people’s daily lives in so many negative ways, *especially* in terms of mental health.

WEIGHT DOES MATTER!

There have been many times on social media, or more accurately (well, some of the time), *unsocial* media, where people have said that what I do shouldn’t be about weight loss, that I almost shouldn’t even mention the weight loss aspect, that it should all be about health. It is now almost a crime to focus on the weight loss people experience from doing one of my plans. But what they seem to miss is the obvious connection between health and weight; a healthy body is rarely overweight. They also miss the point that for most people, looking good on the *outside* is often of much more immediate importance than perhaps what’s going on *inside*. This isn’t the case for everyone, clearly, and some — especially those



suffering incredibly with their health — will primarily do this plan for health reasons. However, the cold hard truth is, most people jump on a plan of this nature to lose a decent amount of weight in a short space of time and to get themselves firmly back on the good health track. Because of this, it is worth knowing from the outset that the average man (who needs to lose weight) will drop around 10lbs on this seven-day programme, and the average woman (who needs to lose weight) will drop around 7lbs.

The Average Man Will Drop Around 10lbs & The Average Woman Will Drop Around 7lbs.

There will, of course, be some people who, on hearing these kinds of weight loss numbers within such a short time frame, will inevitably say things like, ‘But it’s not healthy to lose that much weight in such a short space of time, and ‘Well, once they go back to normal eating, they’ll just gain it all back’, and some will even go as far as to say, ‘It’s dangerous to go on a juice diet’. However, the ones who tend to scream these nonsense claims the loudest are almost certainly those who have never actually tried the plan they are chastising. As you can imagine, I have been hit with these so-called arguments many times over the last 20 years, and, like most of the knee-jerk social media attention-grabbing comments, they, unlike those who choose not to do the plan, hold no actual weight.

LOSING THE LOCKDOWN LOVE HANDLES!

Whilst writing this book, I was asked to go on *This Morning* TV show to talk about how to “Lose Your Lockdown Love Handles”. As mentioned, many people gained a lot of weight during the lockdowns, and so they wanted me to talk about why and how a well thought through juice plan could perhaps be the best way to go. I talked about what I just mentioned a second ago in this very book, about how the average man can drop 10lbs in just seven days and the average woman 7lbs in the same time frame. The interview was short, I made some juices, and that was that...or so I thought. Next thing I was sent links to several tabloid newspapers with the headline,

“THIS MORNING SLAMMED FOR AIRING ANOTHER RAPID WEIGHT LOSS SEGMENT AFTER 2K COMPLAINTS.”

One of the articles reported that the segment was branded “toxic” and “unhealthy” by viewers on Twitter. And this is where we’re at. A global pandemic where they know, *for certain*, you’re ten times more likely to die with the virus if you’re overweight or obese, yet people lose their minds if you dare to suggest a way to drop weight quickly in a healthy way.

WHAT IS WRONG WITH LOSING WEIGHT QUICKLY ANYWAY?

My question is, why do people think it isn’t healthy to drop a significant amount of weight in a short space of time if you’re genuinely overweight? Maybe because this has been the advice from the ‘experts’ for years. But why did this advice become gospel? Have you personally ever questioned it? It seems the ‘experts’ have no rule or guidance when it comes to the amount of weight you can *gain* in a short period of time, but *lose* weight, and all of a sudden, they lose their crap.

The dieticians in this field, backed by many doctors, have a *maximum weight loss of 2lbs a week* mantra that they have spouted for many decades, a mantra that people have seemingly blindly accepted. I think one of the reasons for this is the same reason

why the majority of people accept most statements of this nature, because it has come from the ‘experts’. I mean, who are we to question them when they have studied a subject for many years and have certificates to prove it? However, although some of these ‘experts’ will immediately hammer anyone promoting rapid weight loss, even when it’s done in a well thought through, healthy way, they are more than happy to move the goalposts when it comes to their own patients who have significant amounts of weight to lose. Dieticians and doctors will often put morbidly obese patients on a pure liquid diet as a way to reduce their weight *rapidly*, especially before weight loss surgery. It appears that a liquid-only diet is a well-balanced, well thought through approach when *they* do it, but when I promote a juice plan — often to the same group of overweight people — then I’m an irresponsible, unqualified quack!

The truth is, if you’re actually living in the world of the ‘fat and fed up’ and are — for argument’s sake — 30lbs larger than you should be, then dropping 2lbs in your first week isn’t exactly going to make you do cartwheels in the snow. In other words, it’s hardly going to keep you motivated, and the chances are you’ll fall at the first weight loss fence.



Conversely, if you jump on a plan of this nature and drop, say, 7–10lbs in your first week, you'll be way more inspired to carry on. Not only that, but after two decades of doing this and the feedback from hundreds of thousands of people from around the world, not only are you more likely to continue with a healthier lifestyle, but you'll find it much easier to do so. Unlike a bog-standard 'calorie-controlled diet', which many dieticians promote, when you do a plan of this nature, *all* you have going into your body are fruits, vegetables, seeds, nut milks and some nut butters. When you do that for seven days and combine it with the right mindset, your system appears

to recalibrate or *reset* if you will, and the vast majority of people end up *wanting* to eat healthily by the end of it. If you simply cut down on the same rubbish you were eating, not only does it ultimately make it harder, but your digestive system and mind don't hit the same *reset* button, and for long-term success, you need everything to be working together.

This is a fundamental point that's often lost on the so-called experts and headline-reading social media keyboard warriors — at the end of the plan, most people crave healthy food. If this is the first time you are about to embark on a juice/blend plan, I can understand any scepticism, but this I know to be true. If you complete the plan — *to the letter* — you'll find that when you arrive on day seven and you start planning what you're going to have as your first meal the following day, I can guarantee that for most of you, it will be an extremely healthy one. I can also say, with extreme confidence, that many of you will not only *choose* to have a healthy meal after the plan is over, but you will also continue to grab a juice or blend for breakfast and lunch for a considerable time afterwards. Many people don't ever get out of the habit of having a daily juice or blend; it becomes something they do for life.