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World of Consciousness

In Pursuit of Global Awareness

Whole Food Plant Based Lifestyle



The Lifestyle that will change the world

Albert de Booij



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What is a Whole Food Plant Based Diet* (WFPB)?



A whole food plant based diet is centered on unrefined, or minimally refined food and whole food. A diet, based on vegetables, whole grains, fruits, legumes, nuts, seeds and tubers. The diet excludes meat, dairy products, as well as highly refined foods like bleached flour, refined sugar and oil.

However, do not think of WFPB as a diet, it is not really a diet. True, you restrict on meat, dairy products and refined foods, but you get so much back in the form of incredible good meals and tastes. The word diet has the connotation that you suffer as you might not eat enough, but with the Whole Food Plant Based plan you get an abundance of great food and you can eat as much as you want, without having to count calories.

It is a lifestyle for responsible people, for generations who love life, who want to live a healthy life and who do not want animals to suffer.

This lifestyle prevents chronic diseases (like type 2 diabetes and heart diseases),

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reduces risk on cancers and other diseases of affluence and it supplies you with much more energy and an improved condition. You also help the planet as animal products are responsible for almost 50% of the CO2 emission. And... much less drugs and pills.

There is a myth that following a diet

without meat does not provide you with enough proteins, but that is far from the truth. Great sources of protein are lentils, brown rice, peas, beans, hummus, nuts, Tahini, Tofu, Seitan, Tempeh, vegetables, yeast, fruits (did you know that lemons have 16% protein?). And that spinach and kale have twice as much protein as meat!

If you could live healthy and happy without harming other sentient beings, why wouldn't you?

A growing number of people decide stopping eating animals and animal products (dairy). Studies show many profound health advantages. The consciousness with respect to the suffering of animals in cattle farms and in slaughterhouses increases.

Every minute more than 100.000 animals are tortured, brutally slaughtered, murdered and sacrificed on the altar of the human ego.

It is no secret anymore that plant-based nutrition is very healthy, not only for the individual but also for the environment.

*The term Whole Food Plant Based is coined by Dr. T. Colin Campbell in the 1980's



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According to Harvard School of Public Health and the Dr. T. Colin Campbell Center for Nutrition Studies at Cornell University, the plant-based diet is one of the most healthiest ways to eat. The World Health Organization considers red and processed meat carcinogen. Studies of the University of California show that consuming dairy products and meat is as unhealthy as smoking. Harvard School of Public Health declares that consuming red meat raises the risk of breast cancer.

Vegetarians and vegans rarely are overweight. They have no diabetes 2 or hypertension. And they almost never die of cardio vascular diseases.

Beware, being a vegan or vegetarian doesn't automatically mean that one eats healthy, one can still eat junk food such as potato chips, candies, cola, sugars, oils and salts. A plant-based diet reduces cholesterol and has a positive effect on hypertension and slows down the growth of cancer cells. The auto immune system gets stronger by eating plant-based food. Plants are highest in vitamins, minerals, anti-oxidants, water, fiber and are in abundance of protein.

The WFPB diet focusses on an amazing variety of delicious and healthy whole food, minimally processed. Diets containing animal based protein are associated with a huge disease burden. Excess protein increases carcinogenic activity and is correlated with the health risks for all chronic diseases. Animal foods have no fiber, while whole plants are packed with fiber, which fill you up and regulate nutrients into the body. Drink plenty of water throughout the day as it carries nutrients, oxygen and electrolytes throughout the body for all of its vital work.

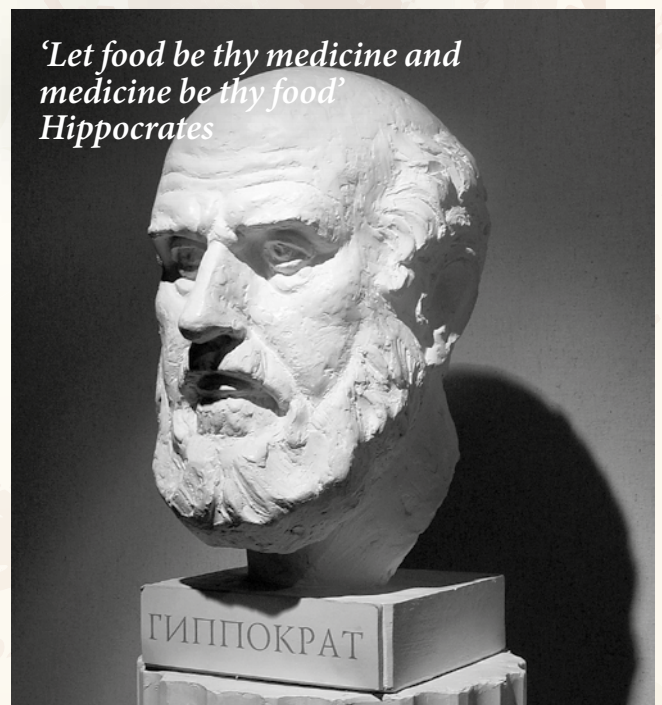
Plants contain everything you need and there are enough plants on this world (more than 99% of the land surface is green) to feed the whole global population. Plants have no garbage like saturated fats or animal cholesterol.

When applying a Whole Food Plant Based Lifestyle it is important to eat enough calories from green leafy vegetables, starch (brown rice, quinoa, potatoes), whole grain pasta and breads, legumes and fruit.

Eliminate animal-based foods, eliminate all dairy, avoid refined and processed foods and eliminate oil.



To change is emotionally and socially challenging but remember... the most powerful medication is the food you eat.



EMBRACE WHOLE PLANTS!

Get back to nature, follow you heart, instinct and ratio. If you are concerned about your health and of your friends and family consider to follow a study at the Dr. T. Colin Campbell Center for Nutrition Studies at Cornell University in Ithaca, N.Y. The course takes six weeks (online) and I promise you it will change (and maybe even safe) your life.





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If you start to transform to a Whole Food Plant Based Lifestyle take it slow. First skip red meat from your menu, switch to almond milk, soy milk, coconut milk, than skip all meat (including poultry) and become a pescatarian (pescatarians do eat fish), than skip also the fish from your menu. The next step is more difficult for most people, skip all dairy products. Now you are on a vegan diet and you can continue implementing the strong basics of the WFPB diet.

Veganism differs from WFPB because a vegan might fill up on fried foods, protein shakes, pastries and foods loaded with vegetable oil. Count on 6 months to a year for a complete transformation. Always consult your health practitioner.

Plants are in abundance of protein:

- mushrooms, onions, tomatoes, peppers 25%
- whole grains 14%
- quinoa 18%
- beans..... 25%
- fruits (lemons 16%!)..... 6%
- vegetables..... 35%-51%

(Kale: 40%, Broccoli 35%, Baby Spinach 51% Bok Choy, Arugula, Romaine Lettuce, Collards: 40%)

The following four quotes originate from the book 'Whole, Rethinking the Science of Nutrition' by Prof. T. Colin Campbell, PhD with Howard Jacobson, PhD.

"The basis of health: Homeostasis. We talk in nutritional science about something called homeostasis, the body's tendency to always work toward maintaining a stable, functional equilibrium. This is true within bodily systems, from electrolyte balance to body temperature to pH balance, as well as between bodily systems. And this careful balance is what we call health".

"Your body is constantly monitoring and adjusting the concentrations of nutrients in the food you consume in order to turn massive variability into the narrower ranges it requires to be healthy".

"When we eat the right foods, in amounts that satisfy but don't stuff us silly, our bodies naturally metabolize the nutrients in those foods to give us exactly what we need at any given moment".

"But for nutrition, the most informative study design is the holistic study: one that allows us to see how unimaginably complex interactions can be influenced, and how radiant health can be achieved through simple dietary choices".



NO

SOS for Sugar, Oils and Salt

- Refined, cooked and processed foods
- Added sugar and artificial sweeteners
- Animal products and dairy products
- Alcohol
- Genetically modified foods (GMO),
- Coffee
- Cooked foods (cooked food is dead food)
- E-numbers (code numbers used to



- identify food additives that have been shown to be safe and officially approved for use in food in the European Union)
- Pasteurized products
- Sodas, lemonades
- Fast food, junk food
- (Deep) fried foods, chips, candy, jam



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YES

Great food in abundance

Vegetables and leaves

Avocado, garlic, chard, collards, spinach, kale, red cabbage, green cabbage, leek, arugula, endive, lettuce, watercress, purslane, parsley, raw sauerkraut, bok choy.

Minimally processed plant based food

Guacamole, hummus, salsa, oatmeal, peanut butter.

Stems

Celery, asparagus, rhubarb.

Flowers

Cauliflower, broccoli, artichoke, courget.

Mushrooms

Shiitake, portobello, white button, chanterelles, truffles, porcini.

Tubers

Potatoes, sweet potatoes, ginger root, turmeric, onions, garlic, carrots, beets, white turnip, radish.

Legumes

Chickpeas, alfalfa, aduki beans, lentils, black beans, white beans, peas, carob, soybeans, lupin beans, peanuts.

Sweet fruits

Strawberries, blueberries, blackberries,

durian, papaya, apples, bananas, apricots, grapefruits, oranges, cherries, melons, mango's, peaches, kiwis, pomegranates, seeded grapes, tangerines, mulberries, pears, plumbs, and pineapples, figs, dates.



Home made veggie burger

Non-sweet fruits

Tomatoes, cucumbers, bell-peppers, okra, zucchini, eggplant, squash.

Herbs, Spices, Condiments

Cinnamon, pink Himalaya salt, cayenne pepper, black pepper, radish, fennel. Minimally processed condiments such as musterd, vinegars, soy sauce.

Superfoods

Maca powder, camu camu, goji berries, inca berries, mulberries, raw cocoa, açai berries, baobab, passion fruit extract, Brazilian ginseng and guarana, wheat grass, barley grass.

Algae and sea vegetables

Chlorella, spirulina, Irish moss, kelp, wakame, nori, dulce.

Sugar substitutes (*Moderate use*)

Coconut (blossom) sugar, raw agave, maple syrup, rice syrup, dried fruits, lucuma.

Oils & Butter

Virgin olive oil, hemp oil, coconut oil, flaxseed oil, sesame oil, ghee (clarified butter), almond butter, tahin (sesame butter), hummus (chick pee puree). *Avoid or use as less as possible. Not more than one tablespoon a day.* S.O.S. for Sugar, Oil and Salt.

Seeds, sprouts and nuts

Pumpkin seeds, almonds, hazelnuts, cashew nuts, macadamia nuts, walnuts, sunflower seeds, apricot kernels (in moderation), cocoa nibs, quinoa seeds, broccoli sprouts, sprouted grains and nuts in balance with greens and pine nuts.

Juices, smoothies, other drinks

Green tea, herbal tea, lemon juice, pomegranate juice, fresh fruit juices (no additives), coconut water, 2 liters of purified spring water per day. Optional: combine your smoothie or juice with superfoods.

Snacks

Chocolate (75% cocoa minimum), vegetable- and chick pea chips, rice crackers, dried fruits (figs, dates, prunes, apricots). All in moderation.

Whole Grains

Whole grain bread, spelt, sour dough, oats, rye, barley, millet, corn, whole wheat flower, whole grain pasta, brown rice, quinoa, buckwheat, amaranth.



Tip: watch the film
'Forks Over Knives'

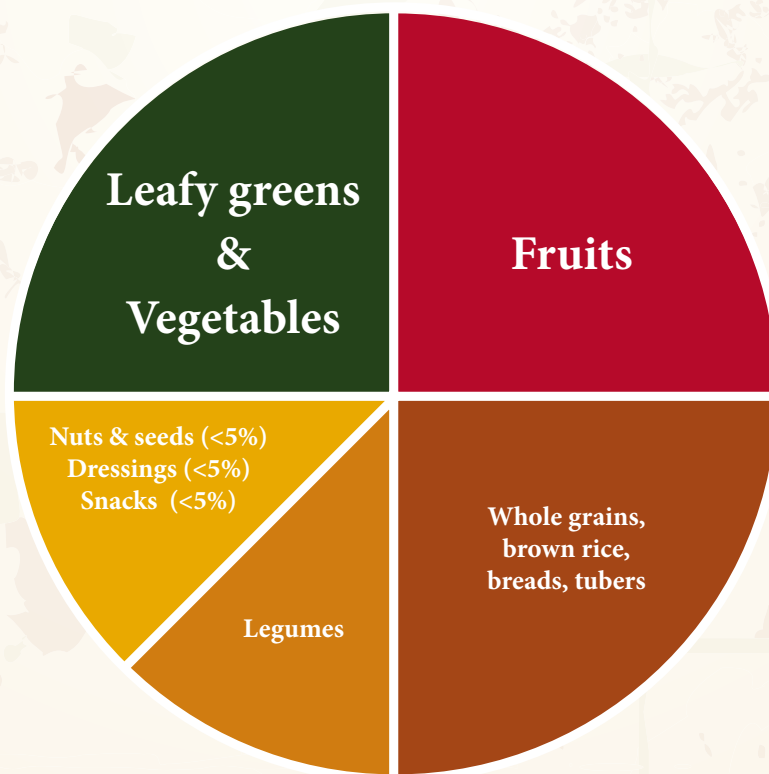


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Tips

- Always eat organic products (preferably direct from nature, without pesticides and herbicides)
- Always drink purified and/or ionized water (alkaline). Stay away from fluoridated water
- Avoid taking drugs and pills
- Read as much as you can about nutrition, vitamins and superfoods. Don't underestimate the power of knowledge!
- Be aware of toxins in water, perfumes, smoke, led, exhaust gasses, canned tins, cosmetics
- Foods containing sufficient amounts of iodine help prevent radiation poisoning (see weed, cranberries, organic yogurt made of coconut cream, organic strawberries (iodine and oxygen are proven archenemies of most cancers)
- Drink at least 8 glasses of filtered water every day
- Try to transition to the WFPB lifestyle, eat cruelty-free
- Eat foods that cleanse your body and keep it ALKALINE
- Perform breathing exercises every day
- Detox your body quarterly for preferably 5 days or more (for a professional detox visit www.greensmoothiegirl.com)
- Create a supportive social network
- Avoid environmental toxins
- Eat less, sleep well**
- Keep your immune system in shape by eating the right foods. More than 80% of our immune system is situated in the alimentary canal, an important part of our digestive system
- Optional: infrared sauna, meditation, skin brush, yoga, listening to classical music (528), oil pulling
- Drink 2 glasses of water on an empty stomach, half an hour before eating breakfast. Add a teaspoon of baking soda
- Eat as many raw foods as you can
- Chew at least 25 times (drink your food, eat your drink). When you must restore your health chew 50-100 times
- Walk, cycle, exercise as often as you can, combine with 15 minutes of mindfulness. Live in nature, avoid cities
- Avoid stress and negative people
- Be careful with toxins in heavy metals, pesticides, herbicides, aerosol, POP (Persistent Organic Pollutants), microwaves, television and computer screens, EMF electromagnetic frequencies, emotional, psychological, and spiritual toxicity caused by high power energy waves.
- Beware of food toxicity, GMO foods, cross-fertilizing and upgraded plant species.



'85% of the food is destroyed by cooking, then also destroyed, is 85% of the time labor, resources and energy, that went into Creating the food' - David Wolfe



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*'Two roads diverged in a wood, and I,
I took the one less traveled by,
And that has made all the difference'*

Last lines of 'The road not taken'

- Poem by Robert Frost



"Every chicken killed, every calf stripped away from its mother, every fish plucked from its school, every monkey tortured in a cage is a burden of pain upon total humanity and ways heavy on the karmic scales"

- David Wolfe - (from the book 'SunfoodDiet')

Menu suggestions

Breakfast

Rolled oats with plant milk like almond milk or coconut milk topped with fresh fruit, nuts and seeds

or

A smoothie made on coconut yoghurt, almond milk (calcium-fortified), chia seeds, ground flaxseeds and a big hand of blueberries



Lunch

A big fresh salad of leafy greens with chickpeas, (sundried) tomatoes, half an avocado, some olives, some walnuts and sweet potatoes

or

Wholegrain bread or toast (preferably Spelt, Kamut) with sesame spread (Tahini)

or

An omelet made of chickpeas, arugula and salsa sauce

or

A delicious veggie burger with a huge salad



Diner

A bowl of brown rice and one cup of red beans (or any other beans), some marinated tofu or seitan, topped with seaweed plus a big salad of spinach, kale or broccoli with cashew-based salad dressing

or

Wholegrain pasta with fresh tomatosauce, basil and oregano



Snacks

Fresh fruit

Mixed nuts

Dried figs, apricots, peaches, dates

Veggies and hummus

.....

When people ask me: "Why don't you eat meat?" I answer: "How could I eat something I love? How could I eat animals whilst being aware of all the suffering this is causing? I think everything you do, every action is a vote. For me not eating animals is, besides the health- and ecological factors, an ethical statement."

- Albert de Booij, Founder of World of Consciousness



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Famous vegetarians/vegans

Brad Pitt, Russel Brand, Ben Stiller, Casey Affleck, Bruce Lee, Richard Gere, Anthony Hopkins, Stella McCartney, Paul McCartney, Ozzy Osbourne, Bryan Adams, Boy George, Bob Dylan, Bob Marley, Anne Hathaway, Kate Winslet, Diane Keaton, Brooke

Shields, Brigitte Bardot, Bo Derek, Kim Basinger, Tina Turner, Steven Seagal, Regula Curti, Robert Redford, Ralph Waldo Emerson, Rainer Maria Rilke, Al Gore, Natalie Portman, Nikolas Tesla, Oliver Stone, Peter Gabriel, Prince, Rabridanath Tagore, Charles

Darwin, Benjamin Franklin, Mahatma Ghandi, Buddha, Albert Schweizer, Augustinus, Pythagoras, Francis of Assisi, Leonardo da Vinci, Leo Tolstoy, Arthur Schopenhauer, Confucius, Richard Wagner, Immanuel Kant, Socrates, Plato, Carl Lewis, Martina Navratilova...



Brooke Shields



Brad Pitt



Anne Hathaway



Richard Gere



Natalie Portman

“As long as there are slaughterhouses, there will be battlefields”,
LEO TOLSTOY

“There comes a time that crimes against animals, will be tried as crimes against humans. Eating meat will be forgotten, like we can’t remember eating people in Europe”
LEONARDO DA VINCI

“Eating meat is a remnant of gross barbarism. Switching to vegetarianism is the first and most natural consequence of spiritual enlightenment. You shall not be confused, judged, and mocked by housemates, who will attack you because you have become a vegetarian. If eating meat would have been an indifferent matter, meat eaters would not attack vegetarianism. They get angry because they are conscious of their

guilt, but have not yet the strength to liberate themselves from it”
LEO TOLSTOY

“Who is cruel towards animals, can never be a good person”
ARTHUR SCHOPENHAUER

“The vegetarian way of life has cleared my head, and strengthened the power of mind”
BENJAMIN FRANKLIN

“If you could see or feel the suffering you wouldn’t think twice. Give back life. Don’t eat meat”
KIM BASINGER

“It is my view that the vegetarian manner of living, by its purely physical effect on the human temperament, would most beneficially influence the lot of mankind”
ALBERT EINSTEIN

“Being vegetarian here also means that we do not consume dairy and egg products, because they are products of the meat industry. If we stop consuming, they will stop producing. Only collective awakening can create enough determination for action”
THICH NHAT HANH

“We don’t eat anything that has to be killed for us. We’ve been through a lot and we’ve reached a stage where we really value life”
PAUL MCCARTNEY

“The more real you get the more unreal the world gets”
JOHN LENNON

“The greatness of a nation and its moral progress can be judged by the way its animals are treated”
MAHATMA GANDHI

“All who enjoy eating an unrecognizably prepared corpse, should attend the daily bloodbath in the slaughterhouse”
RICHARD WAGNER

“Why do you ask me why I am eating decently? Had I been eating lacquered animal corpses, then it would have been relevant to ask me why”
GEORGE BERNARD SHOW

“Man was created for better deeds than killing animals. Cruelty is never useful”
CICERO

“The habit to kill, and certainly the use of meat as a food, is incompatible with the hope for sustainable happiness and universal freedom”
PYTHAGORAS



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Inspired by

T. Colin Campbell, PhD
His course on Nutrition & Health at Cornell University NY is an absolute eyeopener.
www.nutricionstudies.org

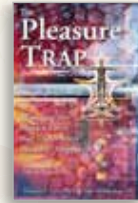
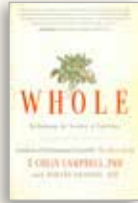
Robyn Openshaw, who guided us through a 26-day detox-journey, a fantastic physical and spiritual experience.
www.greensmoothiegirl.com

Dr. Matthias Rath, who's Health Alliance introduced us to the basis of cellular medicine.
www.dr-rath-health-aalliance.org

David 'avocado' Wolfe, the flamboyant, sympathetic expert and speaker on raw foods. A great source of inspiration and motivation. www.davidwolfe.com

Last but not least the charming YouTube celebrity and nutrition expert Katrina Carillo-Bucaram with hundreds of irresistible recipes.
www.fullyraw.com

Order at amazon.com



Dr. Neal Barnard
www.pcrm.org

Dr. Michael Greger
www.drgreger.org

Dr. Caldwell B. Esselstyn
www.dresselstyn.com

Dr. Dean Ornish
www.deanornish.com

Dr. Rui Hai Liu
blogs.cornell.edu/liulab

Dr. Doug Lisle
www.esteemdynamics.org

Dr. William Li
www.eattobeat.org

Dr. John A. McDougall
www.drmcDougall.com



Be curious, be happy, be zen, enter the world of consciousness. SMILE!

"It is certainly preferable to raise vegetables, and I think, therefore, that vegetarianism is a commendable departure from the established barbarous habit. That we can subsist on plant food and perform our work even to advantage is not a theory, but a well demonstrated fact." - Nikolas Tesla



Solange & Albert de Booij

Albert de Booij is deeply interested in the way humanity is evolving in the 21st century. For this reason he has created an international platform called World of Consciousness, guiding and informing people on their journey in pursuit of awareness. The world is constantly changing and without awareness, it is difficult to navigate. Awareness is the greatest agent for change and for gaining different perspectives.

For a full biography visit www.worldofconsciousness.com



Kiki Verschuuren



World of Consciousness

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‘Lokah Samasta Sukhino Bhavantu’

May all beings live in happiness, free of suffering and in divine union

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