



# HEALTH & WELLNESS

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certification criteria

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# WELCOME.

The following information is used as a baseline metric to include (but not limited to) the following parameters.

There may be subjects that would not be acceptable; those would be determined once your information is reviewed.



The WFPB seal for scientists, health professionals, and practices stands for advice, education, information and empowerment of a comprehensive plant-based lifestyle that is healthful, conscious, compassionate, and sustainable as a whole.

The general message is an example for patients/customers and therefore it should be coherent and aligned with values and principles for a better and more awakened world.

It includes medical professionals, health and fitness coaches, wellness and detox centers, clinics, hospitals, and any other practice that focuses on health and wellbeing.

**Wholistic.**

Must encourage and promote a integrative, cohesive, and sustainable

lifestyle for humans and planet which includes but may not be limited to physical, emotional, mental, and spiritual wellbeing.

**Independent.**

Must not support globalist, corporate or governmental agendas, or private companies with links of dubious origin. Must promote and stand for health and medical freedom and human (and animal) liberation as the basis for sovereignty and truth for humans, planet and animals.

**Plant-Based.**

Must encourage the consumption of a low-fat, whole food, plant-based diet without added sugars and fats, as well as other basic lifestyle habits such as stress reduction, physical exercise, sleep, and positive support systems.

**Vegan.**

Must embody non-violence (ahimsa) respect, kindness, and compassion toward animals—- and humans alike.

**Organic.**

Must encourage an organic lifestyle void of pesticides and toxins for humans and planet.

**GMO-Free.**

Must encourage the consumption of products that come from seeds that have not been genetically engineered.

**Conscious.**

Must encourage a caring mind-set for the planet and its natural resources, a zero-waste lifestyle and empower reducing, reusing, recycling, and upcycling of renewable sources.

## **a. Added Sugar**

### **Guideline:**

Milligrams (mg) of sugar should be less than 5% of total calories per day.

[ Sugar = 0% - <5% of total calories per day ]

Whole foods provide adequate amounts of calories from natural occurring sugars, therefore, a nutritional pattern **void [=0%] or limited to <5%** of total energy intake coming from added sugars is recommended.

### **Sugar in Recipes and Meal Preparation:**

Non-processed or minimally processed plant sweeteners such as date paste, molasses, agave, or maple syrup are allowed within

the guideline provided.

Plant sweeteners can be consumed by lightly adding/dashing/sprinkling it over a served dish or meal within the guideline provided.

## **b. Added Sodium**

### **Guideline:**

Milligrams (mg) of sodium should be around 1600mg per day.  
[ Sodium = 1600mg per day ]

A plant-based diet provides between 400-600mg of sodium daily from natural occurring sodium. Adding a daily maximum of 1/2 teaspoon of salt, or 1 Tbsp miso, tamari, or soy sauce adds about 1000mg of sodium per day, which keeps total intake in the range of 1600mg per day.

### **Sodium in Food Products:**

Milligrams (mg) of sodium should be less than the total calories per serving. [ Sodium = <0.1g : 100g ]

### **Sodium in Recipes and Meal Preparation:**

Salt, Sea salt, and whole food derived spices such as tamari, miso, liquid aminos, coconut aminos, and nutritional yeast are allowed within the guideline provided.

Foods should be flavored with spices, vegetables, and herbs in place of salt during the cooking process. Salt should be consumed by lightly sprinkling it over a served dish or meal within the guideline provided.

# WHAT YOU GET

WFPB Certified Scientists, Academics, Health Professionals and Coaches also become members of the International Association of Reversive Medicine and receive benefits such as:

- WFPB Certified Seal in digital and decal formats to display on your website and place of practice.
- Eligibility to organize a Reversive Medicine or ReverseRX event in your community
- Promotional support for your Reversive Medicine event or workshop
- Welcome shout-out in WFPB.ORG and Naked Food Magazine social media channels
- Complimentary exposure on WFPB Website as a Certified Professional
- Complimentary access to the WFPB Members Club
- Promotional opportunities to the members of the WFPB Members Club
- Inclusion in Naked Food Magazine's Gift Guide

# REVERSIVE MEDICINE

Reversive Medicine is the area of medicine that studies and demonstrates the reversal of human and planetary disease through the scientific evidence of a plant-based structure.

The International Association of Reversive Medicine (IARM) is the world's flagship professional association for health and scientific professionals, as well as those in professions devoted to advancing the mission of natural healing.



INTERNATIONAL ASSOCIATION OF  
**REVERSIVE  
MEDICINE**






# GET CERTIFIED TODAY.

To learn more about the certification process or start a product evaluation, please submit an [application form](#) or email us at [certification@wfpb.org](mailto:certification@wfpb.org).

Our team is ready to answer any questions you may have and provide help and materials to assist you in the process.





WFPB.ORG is the Whole Food, Plant-based initiative that empowers conscious and comprehensive health for humans and planet through a plant-based lifestyle.