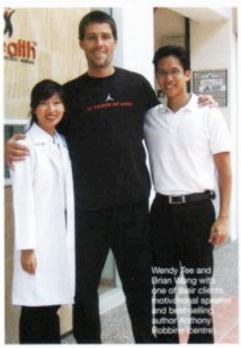


olonics have always been the celebrity health fad du jour since the days of the late Princess Di, who was an outspoken fan of the procedure. Previously stashed away like a scandalous secret because of its somewhat unsavoury connotation, colon hydrotherapy, as it's more accurately known, is currently enjoying a resurgence as more affluent disciples openly spread the good word about its curative properties, making it the health equivalent of a fashion accessory.

As general interest in alternative medicine and naturopathic health care has peaked in these recent years, more and more people are turning to hydrotherapists to rescue them from autointoxication – scientifically defined as, "the



poisoning of the body, or some part of the body, by toxic matter generated therein." For the uninitiated, "Colon hydrotherapy involves the infusion of warm purified water into the colon via the back passage to effectively remove impacted fecal material and parasites," as Brian Wong and Wendy Tee, the husband and wife team behind Pure Health, a holistic wellness centre, would tell you. A true poster couple for the lifestyle they preach and teach, they serve as the perfect inspiration for those who are ready to take the plunge. In this case, it means being responsible for what you put into your body and being able to commit yourself to a healthy lifestyle.

"In our lifetime, about 70 tonnes of food pass through. Imagine the waste that gets stuck along the way. For most people, two to four kilos of their body weight comes from waste alone," says Wong, who found his calling during his first detox retreat in Fiji (conducted by Anthony Robbins and Deepak Chopra among other health luminaries, no less) only to eventually give up his place in corporate finance and pursue his dream along with Tee by starting their own wellness centre. Now, Pure Health is one of the city's best kept secrets, with a clientele list of the who's who that will no doubt raise an eyebrow or two.

The colon is the end part of the twisty, turny tubular hose that makes up the human gastrointestinal tract and is the site for water and nutrient absorption in the body. As this happens, waves of intestinal muscle contractions – called peristalsis – urge the remains through your colon and onward to the exit door. If your diet is low in fibre and high in processed foods, refined sugar, fatty meats and preservatives, not all of it makes it out of your body. Your colon, which is approximately

Detox Program Components

The first step in the detoxification process is to stop the toxins from entering your digestive system. During the five-day diet program, your meals will be replaced by natural and highly nutritious supplements to sustain your body.

Apple cider vinegar A potent supply of potassium, it's known to be a purifier as it has the means to break down fatty mucous and phlegm deposits within the body. It promotes the health of eliminative organs of the body such as the kidneys, bladder and liver by preventing excessively alkaline urine as well as thickening of the blood.

Wheat grass juice It's chockfull of chlorophyll and contains a wide range of vitamin, minerals, enzymes and amino acids. An ounce of wheat grass juice is nutritionally equivalent to two pounds of veggles. Wheat grass can also be grown in your own backyard and juiced at home.

Essential fatty acids (EFAs) Udo's Choice
Ultimate Oil Blend contains the right amounts of
Omega 3 and Omega 6 fatty acids at the optimum
ration of 1:2. It is produced from cold pressed
organic flax, sesame, sunflower and evening
primrose seeds as well as oils from wheat, rice
and oat germ.

Natural organic vegetable and fruit juices

Fruits, vegetables and sprouts contain all the necessary energy yielding nutrients, vitamins and minerals needed to sustain our bodies and is easily assimilated. Commercially packaged and bottled juices don't count as they contain copious amounts of sugar, artificial flavourings and potentially dangerous additives.

Psyllium husk A very rich source of fibre, psyllium facilitates regular bowel movements, dredges the colon of dangerous toxic residues and accelerates the entire detox process. The colon is very effective in re-absorbing water and electrolytes and can leave stubborn fecal material dried and impacted against the colon wall. Fibre helps to retain moisture in the colon to soften impacted fecal material.

Distilled water with lemon A constant supply of pure water is necessary to keep the eliminative system functioning effectively. It is critical that you drink a minimum of two litres of pure distilled water at frequent and regular intervals throughout the day. This will limit the healing crisis and enhance the ability of your body to cleanse. A slice of lemon enhances the taste and has an alkalising effect. Pro-Biotic supplement or "good" bacteria Your intestinal tract should ideally comprise of a balance of 80 per cent of good bacteria and 20 per cent of bad bacteria. The "good" ones are responsible for manufacturing vitamins such as B and K and keep the bad bacteria from taking over the system. Because good bacteria will be cleansed out from the colon together with other toxins it's important to replenish the intestinal flora by supplementing with a good source of pro-biotics.

five to six feet long, can store a vast amount of fecal material which can become toxic if not removed. Not only that, it can become a breeding ground for bacteria and parasites and can lead to a host of ailments such as acne, dull skin, dark undereye circles, allergies, lethargy, fluid retention and headaches.

During a colonic, the infusion of warm purified water into the colon stimulates mild peristaltic movement and dislodges impacted fecal material from the colon wall. This cleansing treatment is done on state of the art, FDA approved devices designed for comfort and effectiveness. The entire process is clean, safe and takes 30 to 45 minutes per session.

So What is Detox?

We're constantly exposed to toxins through the products we use, the food we consume, the air we breathe and from stress. Health challenges arise when the eliminative organs cannot cope with the continuous inflow of toxins. This is any regular detoxification is important.

It's important to know that a colonic in itself s not a complete toxin eliminative process and should be done as part of a carefully designed setox programme. At Pure Health, this means aving a regimented cleansing diet combined th colonic sessions and infra-red therapies. During the five-day detox programme, foreign and toxic matter from the body is naturally expelled via the eliminative organs; the skin, rough infra-red therapy; the lungs, through seep breathing exercises; the bowel, through conics; the urinary system, through the ansumption of two to three litres of distilled ater each day; and the lymphatic system, rough skin brushing and rebounding exercises stimulate the circulation of the lymphatic stem to deliver toxins to the eliminative gans for removal from the body. This detox gramme is recommended annually with anthly or bi-monthly maintenance colonic infra-red sessions.

Pure Health is not, by any means, a weightiss centre. Though Tee herself has lost a hefty kilos in three years, she credits her change festyle, "If you choose health first, you will each your ideal weight. I feel much better and an't fall sick anymore," she says. "And I look ears younger than I used to!"

The infrired saura

Getting with the Programme

The detax programme consists of five days of strict liquid diet accompanied by daily colonic sessions and one to three infra-red sessions. Prior to detax, a minimum of one to two days are recommended to adequately prepare your body and reduce the healing crisis. You may also start taking the nutrients but avoid meat, caffeine, processed



The Clean Cliqué

Ever wonder how the stars drop those pounds overnight? When it's Sme for some spring cleaning before that red carpet event, celebs Pice Ben Affleck, Gisele Bündchen, Janet Jackson, Lisa Ling, Andie McDowell and the recently slimmed down Liv Tyler and 70-poundsighter Jack Osbourne head on over to the We Care Holistic Health Center in Palm Springs, California for their colonic needs. For a minimum of \$2,500 (approximately RM9,500) a week, the spa offers cleansing from

deansing from three-day to three-week retreats where participants consume only liquid coupled with daily colonics and lymphatic massages reflexiology, accupressure, digestive release) to ensure maximum weight





Infra-Red Therapy

Infra-red therapy promotes the detox capacity of the skin by stimulating the sweat glands. Unlike a sauna that heats the skin superficially, infra-red heat penetrates one to two inches below the skin which causes the body to sweat at a temperature of 35°C 45°C. It helps eliminate excess moisture (ladies, think bloating, water retention and heavy legs), salt and subcutaneous fat from your body. At 43°C, fat becomes water soluble and can be disposed off by sweating. Producing sweat increases the rate of the heart pumping blood. And a single session may burn as many calories as a round of ashtanga yoga! The deep heat of the therapy will dilate blood vessels, bringing relief and healing to muscle and soft tissue injuries which in turn increases blood circulation and allows better distribution of oxygen to aid muscle recovery. Through perspiration, toxins such as nicotine, alcohol, and heavy metals like cadmium. lead, zinc and nickel accumulated can be excreted.

During the detox phase you are to drink a glass of distilled water with one tablespoon of apple cider vinegar upon rising. Two to three litres of distilled water should be sipped throughout the day. At meal times, only wheat grass juice, Udo's Choice Oil Blend, fruit and vegetable juice with psyllium husk and probiotics are to be consumed. Cleansing breaths should be practiced throughout the day while skin brushing and rebounding (raising and lowering yourself on tip toes or light jumping on one spot) should be done soon after you wake up. The whole process is repeated for five days, which should be a stress-free, restful period for your mind and body. And eight to 10 hours of sleep is needed for your body to truly detox and recuperate. As the toxins enter the bloodstream to be brought to the eliminative organs for removal, your body will experience a series of symptoms known as the healing crisis. The severity of the symptoms depends on the status of your health and are signs that the detox process is underway. Some of the symptoms range from fuzzy tongue and bad breath to headaches and breakouts. These will disappear in no time, only to be replaced with total mental clarity, super heightened senses and a renewed sense of energy. There will be no traces of water retention or bloating and your stomach will be as flat as a pancake.

Though you may be tempted to indulge after detox, it's best to start on soups and salads to gradually reintroduce your body to its natural state. You will find that you fill up much faster than before and will drink more water than ever. After all that hard work and dedication, this is the best time to kick-start that new healthy lifestyle. And if all else fails, replay the image of all that gunk coming out of your body – that should be inspiring enough to stop you from poisoning yourself.

Pure Health, Unit B-0-3, Plaza Damas, No. 60 Jalan Sri Hartamas 1, Sri Hartamas. Tel: 03-6203 2097. www.purehealth.com.my

MacDowell