

VANITY & VITALITY

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Purist Approach

PURE HEALTH IS THE
DETOX CENTRE THAT
CLEANS OUT YOUR
INSIDES TO MAKE YOU
FEEL GOOD ALL OVER

URBAN men have never been more aware of toxins and the detrimental effects they wreck on our health and well being. Toxins are everywhere around us from the pollutants in the air we breathe to the food we ingest, and practically everything we come into contact with from plastics to electromagnetic waves. Which is why detoxification products and clinics have become such big business in metropolitan cities. And sooner than you think, detox clinics and spas would be outnumbering fitness centres and gyms.

Brian Wong and Wendy Tee, the two partners behind Pure Health recognise this trend when they opened their professional wellness centre specialising in products and services for cleansing, detoxifying and rejuvenating the body. They are both certified colon hydrotherapists and members of the International Association of Colon Hydrotherapists (I-ACT), and they advocate detoxification programmes as a means to better health. Brian, who holds a science degree in Holistic Nutrition from the Global Institute for Alternative Medicine (USA), was also the pioneer behind the Malaysian arm of catcha.com. And his switch from the IT business to the well being sector speaks volumes.

Given the expertise of the owners, naturally one of the specialist offerings at Pure Health is colon hydrotherapy, reportedly a safe, effective way of removing toxins accumulated in the colon. Otherwise known as colonic irrigation, what happens is that the therapist will insert a tiny pencil-sized plastic hose some 1.5 inches into the anus to pass distilled water into your system which will then flush out the waste lodged within the crevices. What's also reassuring is that Pure Health only allows this therapy to be performed by I-ACT certified practitioners using FDA registered equipment imported from USA. According to Brian, clients who have tried colon hydrotherapy at Pure Health leave satisfied, and word-of-mouth has become their most powerful advertising.

Other wellness therapies and services available at Pure Health include infrared therapy for relieving accumulated toxins from the skin and lymphatic drainage for cleansing the lymphatic system of the body.

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