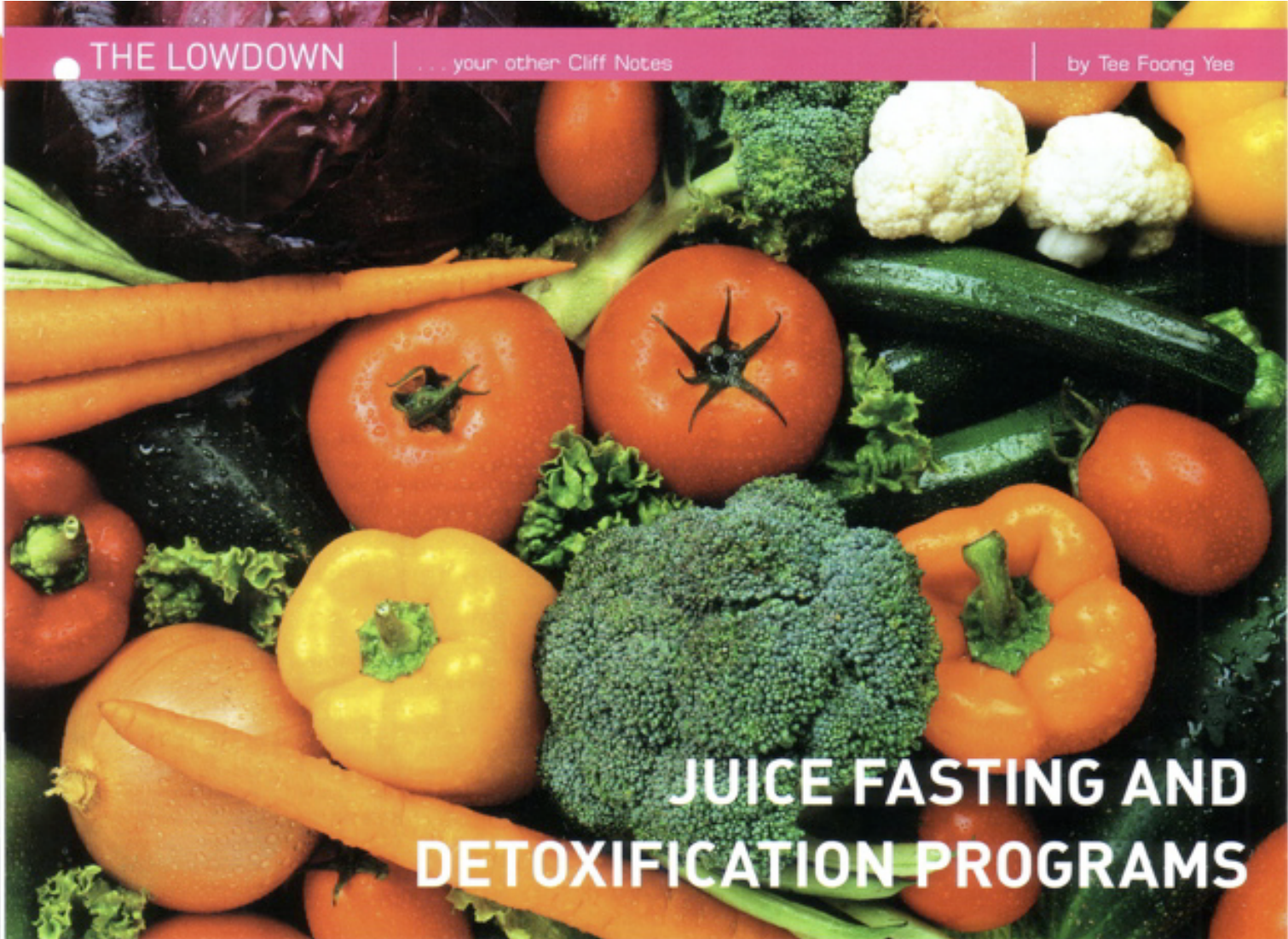




JUICE FASTING AND DETOXIFICATION PROGRAMS

JUICE FASTING AND DETOXIFICATION PROGRAMS ARE GAINING WIDE ACCEPTANCE AS A USEFUL method for improving health and energy levels, improving skin appearance and boosting the body's immune system. The principles behind these preventative regimens are not unreasonable considering the fact that the modern diet and environment are becoming increasingly polluted and stressful on the body.

TOXINS AROUND US

On a daily basis, we are exposed to toxins from the products we use, from the food we eat, from the air we breathe and from stressful situations we face. It is difficult to avoid being exposed to these potentially harmful toxins.

Over time, seemingly harmless chemicals begin to accumulate within our body. Examples of these toxins include artificial flavoring and colouring, food conditioners, sugar, hydrogenated oils, pesticides, antibiotic residue, air and water pollution, caffeine, nicotine and alcohol just to name a few.

Challenges to our health arise when the eliminative organs of the body are continually challenged by the inflow of these toxins and cannot cope with the required elimination of such foreign matter from the body.

DEALING WITH TOXINS

The body has four basic channels of elimination. These are the bowels, the urinary system, the skin and the lungs. These systems are naturally designed to deal with a reasonable amount of toxins in the body.

However, when these channels are continually overworked, the toxins can remain within the body and begin to interfere with bodily functions. The effect of this form of poisoning is called "autointoxication" and can lead to irreversible chronic diseases.

The early signs of autointoxication are highlighted when the eliminative systems begin to breakdown. Symptoms such as constipation or recurring diarrhea, strong smelling urine or highly colored urine, bad breath, persistent cough, congestion in the nose or sinuses, skin conditions, acne and body odor are some tell-tale signs that the body is becoming increasingly toxic.

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THE NEED TO DETOX

Can your body eliminate all these toxins on its own? According to Brian Wong, who is an internationally certified colon hydrotherapist and a chapter leader at the Malaysian Society for Complementary Therapies (MSCT), the human body needs all the help it can get to eliminate these toxins.

Wong manages a wellness center called **Pure Health'** located in Kuala Lumpur that specializes in products and services for cleansing, detoxifying and rejuvenating the body. The center is best known for the *Pure Health Detoxification Program'*. This program involves juice fasting over five days and cleansing therapies. "Our clients typically remove between 2kg to 5kg of accumulated toxins from the body during the detox program" says Wong.

Reputed to have serviced many international and local celebrities among other prominent clientele, **Pure Health'** has been thriving from word-of-mouth referrals since it was established two years ago.

THE DETOX PROGRAM

The first step of the program involves a five-day liquid juice fast where no solid food is consumed. During this period, the eliminative organs of the body will continue to eliminate wastes without the burden of additional food entering the intestinal system.

"A juice fast is recommended as opposed to pure water fast because we do not want the body to be deprived of essential nutrients" says Wong. In order to supply the body with adequate amounts of nutrients, a selection of juices and highly nutritious supplements will be consumed throughout the day.

The second step is to simultaneously assist the body in cleansing itself of toxins. Clients are asked to drink between two liters to three liters of distilled water to hydrate the body and to cleanse the urinary system.

Clients also undergo cleansing therapies such as colon hydrotherapy and far infra-red sauna therapies to cleanse the bowels and skin. Finally, deep breathing exercises and other exercises aimed at stimulating the lymphatic system are also recommended to enhance the rate of detoxification and elimination.

RESULTS

The most common result of the detox program is the removal of substantial amounts of visible toxins from the body. "Our clients typically report feeling lighter, having more energy and better skin" says Wong. Other benefits reported include better bowel movement and an overall sense of general well being.

The cost of the five-day detox program is inexpensive at around RM1,500 which includes cleansing therapies and the necessary dietary supplements.

For further information on the *Pure Health Detoxification Program'* visit www.purehealth.com.my or call 6203-2097 for an obligation-free consultation.

