Cleanse Program

Genesis PURE™ offers many quality supplements to help nutritionally support the body’s natural health-maintaining processes. Please be advised that the dietary and lifestyle recommendations and supplements suggested are not intended to treat, cure, or prevent any disease; but, instead, support the body’s natural processes necessary to maintain good health and well-being. **This program is for an ADULT.** It is not recommended for pregnant women or children.

We recommend that you seek the advice of a qualified medical professional before introducing these recommendations into your current regimen, if you have any illness, chronic disease, or are on prescription medication. Please discuss the safety of this program with a qualified medical professional, as it pertains to your unique and specific condition.

**Topics Covered:**
1. Benefits of Cleansing
2. Liquid and Capsule Cleanse
3. Supplemental Products Needed
4. Mitigating Undesirable Effects
5. Food Plan
6. Managing Cravings
7. Tips for Success
8. What to do after Your Cleanse Program

Benefits of Cleansing

When consuming food, the body is supposed to take the nutrients it needs and discard the rest. Unfortunately, much of the food in the Standard American Diet (SAD) contains many undesirable ingredients or contaminants and is highly deficient of many beneficial nutrients, which are necessary in maintaining and promoting good health and well-being. This deficiency can cause an increased burden to the body. Additionally, we breathe air, drink water, and put products on our body, which are also full of potentially harmful substances or toxins. Many of these substances are absorbed into the body. The body is designed to neutralize and eliminate these toxins on its own. In fact, the body has seven systems or organs that assist the body in the neutralization and elimination of these potentially harmful substances. These systems/organisms include the liver, colon, kidneys, lungs, lymphatic system, skin, and blood.¹ With the heavy burden placed on the body, the diet,

> “Cleansing regularly helps keep your body clean on the inside, just like showering on the outside.”

---

Cleanse Program

and as a result of the environment in which we live, many these toxins and substances can be stored in the organs and tissues of the body.\(^2\)

Stored toxins can cause potential harm to the body. Symptoms commonly associated with toxins in the body include, fatigue,\(^3\) poor skin complexion,\(^4\) cognitive and motor delay,\(^5,6\) or one of the myriad of other common complaints people often just live with. Food and other sensitivities are thought to be a common side effect of toxins in the body. Indicators commonly attributed to this sensitivity-related condition include everyday fatigue, memory and concentration difficulties, occasional nervousness and gastrointestinal upset and feelings of general malaise. As toxins are removed from the body, sensitivities often go away and foods can be reintroduced.\(^7\)

In addition to reducing exposure to toxins, many naturopathic doctors often advocate cleansing or detoxification to rid the body of stored toxins.\(^8\) Cleansing is viewed by these doctors as a way to help clean your body on the inside. Think of your car, for example. If you value your car, you have it maintained regularly, so it will perform better and last longer. If you neglect regular tune-ups, the engine and filtration systems are unnecessarily burdened. The same goes for your body.

Liquid and Capsule Cleanse

Genesis PURE™ Liquid Cleanse and Capsule Cleanse contain herbs customarily used for cleansing the body and aid in regularity. Individual results may vary. Please be sure to work with a qualified health practitioner for best results.


\(^4\) Hsu ST, Ma CI, Hsu SK, Wu SS, Hsu NH, Yeh CC, Wu SB. Discovery and epidemiology of PCB poisoning in Taiwan: a four-year followup. Environ Health Perspect. 1985 Feb;59:5-10.

\(^5\) Kodavanti PR. Neurotoxicity of persistent organic pollutants: possible mode(s) of action and further considerations. Dose Response. 2006 May 1;3(3):273-305. doi: 10.2203/dose-response.003.03.002.


Cleanse Program

Capsule vs Liquid Cleanse:

- **Ingredients in both:**
  - cascara sagrada, milk thistle, artichoke, basil, cayenne, clove, dandelion leaf and root, gentian, ginger, licorice, red clover, slippery elm bark, uva ursi

- **Ingredients in Capsule Cleanse only:**
  - psyllium fiber, alfalfa grass juice, boldo, cat's claw, corn silk, fennel, hawthorn berry, long pepper, mullein leaf, red raspberry, spearmint

- **Ingredients in Liquid Cleanse only:**
  - aloe vera, cilantro, astragalus, black walnut hull, burdock, turmeric, garlic green tea, oregano oil, wasabi, yellow dock

Both products boast an impressive list of ingredients and share many in common. You may choose to use one or the other or even take a half dose of both. Experimentation may help determine which product you respond to the best. Some may prefer the capsule form if the strong flavor of Liquid Cleanse is not palatable.

**Usage Recommendations (choose one or half of each):**

**Liquid Cleanse:**
Begin with 35 drops (one dropper full) in 2-4 fl. oz. of purified water or juice in the morning, mid-afternoon, or before bed. Increase by one dropper full each day until you achieve two to three bowel movements daily (do not exceed four droppers-full per day). Use periodically as needed for supporting regularity.* If you experience loose bowel movements, reduce dosage amount being taken.

**Capsule Cleanse:**
Begin with two capsules taken in the morning, mid-afternoon or before bed with 8 fl. oz. of purified water. Increase by two capsule each day until you achieve two to three bowel movements daily – do not exceed eight capsules per day. Use periodically as needed for supporting regularity.* If you experience loose bowel movements, reduce amount of capsules being taken.

**CAUTION:** Orally, cascara can commonly cause mild abdominal discomfort and cramps.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.*
Cleanse Program

The recommended use of Liquid and Capsule Cleanse is to use periodically. Traditionally some herbs in these products have only been used short term. A qualified medical provider may provide additional guidance specific to your needs or even recommend prolonged use if deemed appropriate. A general guideline may be to use for 7-10 days every 2-3 months. Note, however, the initial goal for most people using the program is to achieve regularity in bowel function. If you find you have not achieved healthy bowel activity within seven to ten days, please work with a qualified medical professional.

**Cleanse Frequency**

There are no universal guidelines for how frequently an individual should cleanse. A naturopathic doctor may be able to help you determine what is best for your unique situation and provide recommendations for how frequently you should cleanse. You may also choose to detoxify after a vacation or a time during which you potentially consumed or were exposed to an excessive amount of toxins. There is concern that excessive use of some protocols may liberate too many toxins and cause undesirable effects. Based on the cleanse, balance, build philosophy, we also recommend taking time between cleansing to balance and build the body.

**Weaning off Liquid or Capsule Cleanse**

While no scientific evidence has shown that the ingredients in Liquid or Capsule Cleanse may diminish the natural function of the bowels, some are of the opinion that cleanse products should be gradually discontinued following detoxification to help minimize the risk of constipation. You may choose to gradually decrease the amount of each product taken over a period of days. This may be especially important if you have used the products for a prolonged period of time.

**Supplemental Products**

You may choose to use any of the following products while following a detoxification program:

- Alkaline Water Concentrate, Cell Water, Coral Calcium, Daily Build, GoYin, GPS Hydration, Milla,
- Liquid or Capsule Cleanse, Probiotic, Silver, Superfruits

---

Mitigating Undesirable Effects

As toxins that are stored in the body tissues are released, undesirable effects may appear.\textsuperscript{10} Mild symptoms may be expected. However, prolonged, acute undesirable effects indicate you may be cleansing too much, too frequently or not cleansing properly. Please be sure to work with a qualified medical practitioner if you experience any undesirable effects. Some of the undesirable effects that have been reported by individuals following detoxification protocols include, but are not limited to:

- Brain fog/poor concentration*
- Crankiness or irritability *
- Cravings (alcohol, carbs, salt, sugar, meat)*
- Feelings of sadness*
- Fatigue*
- Itchy or sore throat*
- Sinus drainage or congestion*
- Muscle or joint discomfort*
- Gas, nausea and/or other gastrointestinal issues*
- Headaches*
- Itchy skin or skin rashes*

*If symptoms persist more than a few days, please seek medical attention.

If you experience any of these or other undesirable effects, please seek medical attention. You may, however, potentially prevent these effects by doing the following:

1. Reduce the dosage of Liquid or Capsule Cleanse.
2. Increase the amount of water you are consuming. You should be consuming 80-100 ounces of \textit{alkalized, ionized} water daily.
3. Take \textit{GPS Hydration} daily to replenish lost electrolytes. Proper hydration is critically important during a cleanse.
4. Get more rest. Your body may have a lot of work to do, in which case you may require a lot more rest than what you are accustomed to.
5. Take a bath with Epsom salt. Add lavender essential oils if you would like to induce relaxation.
6. Dry-brush your body every morning and evening. Use a natural bristle brush, making long strokes along limbs and circular strokes around joints, breasts and abdomen.
7. Exercising for 20-30 minutes each day (sweating and breathing deeply) may help move toxins.
8. Bounce on rebound trampoline or bounce/shake body in place for 5 minutes daily to help move the lymphatic system.

9. Make sure you are consuming a ‘rainbow’ of vegetables daily, focusing on dark, leafy greens to support your immune system and the detoxification process.

Note that you may feel worse before feeling better. Stop the program immediately and work with your doctor to determine an appropriate approach if you feel significantly worse.

Food Plan

The following is an example of a cleanse program a naturopathic doctor may recommend. This program may not be appropriate for everyone. Therefore, consult your doctor before following. Individual results may vary.

Meals should consist of un-processed, low-fat, high-fiber and alkalizing foods. Every meal should include a palm-size portion of protein, one hand-full of ‘quality’ carbohydrates and two hands-full of vegetables. A small amount of fruit, preferably berries, may be eaten as a snack unless on a sugar-free plan.

You can be as strict or as lenient as you want during your program. However, think about tuning up your car. If you pour dirty oil back into the engine, you defeat the purpose of the tune-up. Consuming a nutritious diet and avoiding potential toxins in your food during detoxification is recommended.

Note on raw foods: Those who advocate raw food suggest that raw is better because cooking destroys enzymes. Nevertheless, slightly cooking vegetables helps break down the food and may provide for easier digestion. For this reason some people feel better when consuming cooked foods, while others prefer raw. Do what feels best for you.

Animal Proteins (very important to only eat animal proteins that are organic) – Eliminate all animal protein on days 8 - 10
- Chicken
- Turkey
- Fish and other Seafood
- Eggs

Beans/Legumes – Eliminate on days 9 and 10
- Any

Nuts/Seeds – Eliminate on days 9 and 10
Cleanse Program

- Any

Fruits
- Any EXCEPT citrus, melons, bananas, grapes (Due to glycemic load or allergy potential.)

Vegetables (include a balanced mix of cooked [steamed or sautéed] and raw)
- Consume as many varieties of veggies as possible – a ‘rainbow’ every day!
- Eat lots of dark green leafy veggies (they contain chlorophyll, which helps detox)

Grains – Eliminate on day 10
- Amaranth
- Brown Rice or Brown Rice Pasta
- Buckwheat
- Millet
- Oats
- Quinoa or Quinoa Pasta
- NO WHEAT or GLUTEN

Sea Vegetables
- All sea veggies are allowed (Kelp, Nori, Arame, Wakame, Kombu) – Ensure these are in natural form with NO preservatives (MSG)

Sweeteners (very sparingly)
- Stevia (liquid form only)
- Xylitol (only if Stevia is undesirable)
- Agave Nectar
- Raw Honey
- NO TABLE SUGAR or High Fructose Corn Syrup

Healthy Fats
- Butter (organic, grass-fed)
- Olive Oil (cold pressed)
- Coconut Oil (organic, raw)
- Flax or Sesame Oil (NOT for cooking)
- Nut Butters – Eliminate on days 6 - 9
- Vegenaise (egg-free mayo substitute)

Beverages
- WATER – Drink 80-100 oz daily!
- Chlorophyll (add to water)
- Milk Substitute (almond, coconut, flax, hemp, rice)
- Herbal Tea (peppermint, chamomile, ginger, Pao d’Arco)

Snacks – Eliminate all except fruits and veggies on days 9 and 10
- Hot Air Popcorn†
- Nuts/Seeds (raw or butter)
- Brown Rice Cakes
- Rice or Nut Thins
- Veggies (raw or blanched)
- Hummus
- Fruit (apple, berries or cherries)
-†Avoid if you have acute digestive issues or you suspect a corn allergy.

NO Sugar (excepted noted above)
NO Artificial Sweeteners (Aspartame, NutraSweet, Saccharin, Splenda, Sucralose, Sweet N Low, etc.)
NO Gum (because of additives)
NO Preservatives (BHA, BHT, MSG, Nitrates, TBHQ)
NO Dairy
NO Wheat
NO Tea (except herbal noted)
NO Soda or Prepared Drinks
NO Coffee
NO Alcohol
NO Red Meat or Pork

NOTE: All elimination instructions (in red) are optional; however, you will get a better cleanse by following them.
Cleanse Program

SCHEDULE:

Days 1 – 5: Eliminate foods on NO list; reduce sugar and animal protein consumption.

Days 6: Eliminate nut butters.

Day 8: Eliminate all animal protein consumption.

Days 9: Eliminate bean, legume, nuts and seed consumption. Eat only whole grains, fruits and veggies.

Day 10: Eat only fruits and veggies (mostly veggies). May also make and drink vegetable juice (with an apple, carrot or beet added for sweetness) several times throughout the day.

Re-introducing foods AFTER cleanse program:

**Day 11: Add grains back to diet.

Day 12: Add light animal protein back to diet (no red meat or pork until day 14).

Day 13: Continue additions from days 11-12.

Day 14: Return to a normal, healthy diet.

**Do optional allergy elimination test or skip to Completion

OPTIONAL ALLERGY ELIMINATION – You may want to take this opportunity to see if you have any food allergies or sensitivities. You can easily do this by reintroducing foods one at a time. Once you introduce the food, wait two days to see how your body responds before adding another food back to your diet.

OPTIONAL ELIMINATION SCHEDULE:

Day 11: Introduce Wheat – see how your body responds (wait 2 days before introducing new food).

Day 13: Introduce Corn - see how your body responds (wait 2 days before introducing new food). Note that many processed foods contain corn (like corn syrup). Be sure to check all labels.

Day 15: Introduce Dairy - see how your body responds (wait 2 days before introducing new food).

Day 17: Introduce Soy - see how your body responds (wait 2 days before introducing new food). Note that many processed foods contain soy (like soybean oil). Be sure to check all labels.

Day 19: Introduce Citrus - see how your body responds (wait 2 days before introducing new food).
Cleanse Program

Day 21: Introduce Eggs - see how your body responds (wait 2 days before introducing new food).

Completion:
You are free to return to your normal diet. However, we strongly caution you not to consume a lot of sugar, caffeine, soda, dairy, alcohol, red meat or pork immediately following your cleanse program. Please reintroduce these foods slowly and carefully into your diet, as they should be consumed sparingly to begin with. Please refer to What to do after Your Cleanse Program for more details.

Managing Cravings

Appetite and food intake is a complex process regulated by many biological, environmental, social, lifestyle, chemical, hormonal, psychological, and genetic factors. Intense pleasurable feelings can be obtained from food intake, as well. Studies suggest that excessive intake of certain foods can alter brain chemistry in a process similar to drug addiction. If you are having difficulty managing food cravings, consider working with an experienced doctor, dietitian, or health coach that may be able to help you sort through the complex factors regulating appetite and help you manage your cravings.

We encourage you to look beyond your food and address the underlying cause of food cravings. Willpower alone may not be enough. Some may find that cravings are related to nutrient deficiencies, loneliness, emotional struggles, failure to find meaning and connection in life, neglect of spiritual health, inadequate physical activity, or other underlying factors rather than a need for the food itself. Be open to a holistic approach to nutrition and wellness and seek to improve all areas of your life.

---

13 Stice E, Spoor S, Ng J, Zald DH. Relation of obesity to consummatory and anticipatory food reward. Physiol Behav. 2009 Jul 14;97(5):551-60.
Cleanse Program

When a craving strikes, some find the following tips to be beneficial:

- **Salt Cravings**
  - Intake of mineral rich foods and supplements like kelp flakes, GPS Hydration, Cell Water, or Coral Calcium. Salt is also a required mineral for healthy function so consume a moderate amount from healthy sources like un-bleached sea salt.

- **Sugar Cravings**
  - Increase protein if you have a low protein intake or decrease protein if you have a high protein intake.
  - Increase fat intake
  - Consume adequate carbohydrates from healthy sources like whole grains, whole fruit, and starchy vegetables.
  - Reduce simple carbohydrates like refined flour and sugar as well as artificial sweeteners.

- **Fat Cravings**
  - Consume a variety of healthy fats to help satisfy fat cravings. Healthy sources of fats include oils, nuts, seeds and fish. Fat is an important part of a healthy diet. Recommended intake for fat is 25-35% of daily calories.\(^\text{15}\) Recent evidence suggests that intakes closer to 35% may provide the greatest health benefits.\(^\text{16}\)

**Lifestyle habits to manage cravings:**

1. If you are surrounded by foods you may be tempted to eat, please do one of the following: 1) box them up and store them at a neighbor’s house, 2) dispose of them or 3) donate them to a local shelter. You cannot eat what you do not have!
2. When planning a trip to the grocery store, be sure to eat a light, healthy snack before you go. Doing so will help curb your desire to purchase foods that are not appropriate for your program.
3. When dining out or attending an event where food will be served, be sure to eat a healthy meal beforehand, and bring a healthy snack to enjoy if the food provided is not appropriate for your program.
4. Being prepared and removing temptations will help you be successful in your program.

Cleanse Program

Tips for Success

- Drink plenty of alkalized, ionized water.
- Plan to get extra rest.
- Chew food slowly and thoroughly to aid in digestion and nutrient assimilation.
- Do not eat past 9:00 pm.
- To satisfy strong cravings for sugar, carbohydrates or fat, try eating one tablespoon of organic, raw coconut oil.
- Exercise for 20-30 minutes each day (sweating and breathing deeply).
- Bounce on a rebound trampoline or bounce/shake body in place for 5 minutes daily to move lymphatic system.
- Dry-brush your body every morning and evening. Use a natural bristle brush, making long strokes along limbs and circular strokes around joints, breasts and abdomen.
- Take a bath with Epsom salts to help soothe body.
- Please refer to the Golden Rules for Health and Vitality for additional dietary and lifestyle recommendations beyond your cleanse program.

What to do after Your Cleanse Program

It is very important that you ease off your cleanse program and add foods back to your diet slowly. Individuals have reported becoming sick following a detoxification program by eating heavy foods. For example, a big steak, cocktails, and some sweets for dessert is not advisable. You may choose to gradually ease back into your routine over a period of a week to prevent potential side effects. You should prepare to stock your home with plenty of quality foods for after your program.

Continue to drink enough water daily and avoid heavy foods. Try to be aware of how you feel when you eat. For example, if you tend to have a sensitive stomach, a hearty green like kale may irritate it. If you are in tune with how you feel, you can easily determine what foods are best for you. You may find that gently cooked foods agree with you more than raw during this transition period and perhaps beyond.

You may also use this as an opportunity to either reduce or eliminate some items altogether. For example, if you were a soda drinker prior to cleansing and find that you are now doing fine without it, you may opt to reduce your intake permanently, saving it for special occasions. Perhaps you ate too much of a particular type of food before you started the program and want to cut back long term. Simply determine how much of that food you would like to eliminate from your diet each week and stick...
Cleanse Program

with it. For example, maybe you really like ice cream and ate it every day before your cleanse. Now, perhaps you could enjoy some as a special treat once a week. You may even want to write down your goals and share them with someone who will help hold you accountable.

Yeast Cleansing
Cleanse diets are common prescriptions by naturopathic doctors if an individual is diagnosed with yeast overgrowth (candidiasis). Candidiasis is a common diagnosis in naturopathic medicine though it is not recognized in western medicine. A cleanse diet prescribed to an individual that has been diagnosed with candidiasis is generally more stringent than the above plan and commonly incorporates antifungal agents and probiotics to help restore a healthy microbial balance. Recommended dietary changes to address candidiasis include:

- Increase protein from healthy sources (reduce beef and pork) and fresh vegetables, especially dark, leafy greens.
- Limit complex carbohydrates, fat-containing foods and fresh fruit
- Avoid refined sugar, white or refined flour, milk and dairy, beef and pork, rye and wheat, alcohol, caffeine, fried food, vinegar, margarine, preservatives, hydrogenated oils, and yeast and mold containing foods including bread, mushrooms or fermented soy

The diet is commonly followed for 3-6 months and may have several phases of greater and lesser restriction. If you suspect candidiasis, please work with a qualified health practitioner that can help determine if you have the condition and then walk you through the process of yeast reduction and recolonization with healthy microbes.17

Colon Cleansing
While colon cleansing is not generally endorsed in western medicine, it has a long history of use in naturopathic medicine. Traditionally it has been used to clean impacted waste from the walls of the intestines to prevent the waste from poisoning the body. Colon cleansing products come in various forms including diets, laxatives, teas, powder, capsules, and colonic irrigation. If deemed appropriate, work with your doctor to determine which approach to colon cleansing may be most appropriate for you to maintain the health of your bowels.18

Colonic irrigation – often referred to as colon hydrotherapy or simply as a colonic - is often recommended by naturopathic doctors as part of an intensive detoxification program especially if yeast overgrowth has been diagnosed.19 Colonic irrigation is a procedure where a tube is inserted into the rectum to pump large amounts of water through the colon and flush any waste products out. Some procedures utilize oils or herbs to assist in the process. If you choose to receive a colonic, be sure to work with a qualified doctor. Improper colonic administration, overuse, or use in individuals with certain preexisting conditions may cause potentially life-threatening complications including: electrolyte imbalance, kidney failure, liver toxicity, infection, rectal tears, colitis, or air embolism.20

Congratulations!
It takes significant effort to go through the detoxification process, and you should be proud of taking steps toward good health and well-being. We encourage you to maintain a healthy body and mind by cleansing regularly and taking Genesis PURE supplements.

Disclaimer
No information contained here is intended to take the place of the care provided by your doctor or health care provider. This information is provided for educational purposes only. Genesis PURE and Genesis PURE products do not treat, diagnose, prescribe for, cure, or prevent any disease, disorder, deformity or physical or mental condition. Individual results will vary. Always consult your doctor prior to starting any new health product or program.