



## CleanStart

Stock #3992-6 (Apple-Cinnamon flavor)  
Stock #3993-8 (Wild Berry flavor)

Many experts agree that today's society has been over-exposed to toxins such as industrial chemicals, insecticides, heavy metals, food additives and preservatives, and the residues of prescription and over-the-counter drugs. Continuous exposure to such toxins can alter metabolism, causing enzyme dysfunction, hormonal imbalance, nutritional deficiency, various psychological and neurological symptoms, and nonspecific problems such as fatigue, headache, irritability, muscle and joint pain and nausea. Fortunately, internal detoxification is one of the quickest and best ways to reverse damage from chronic exposure to toxins.

Internal cleansing not only promotes general health and mental clarity, but also serves as a key factor in preventing chronic diseases associated with toxic build-up, including Alzheimer's, arthritis, cancer, cardiovascular disease, chronic fatigue syndrome, diabetes, fibromyalgia, multiple chemical sensitivity, obesity, Parkinson's and yeast infections. In addition, research has firmly established that dietary practices can either cause or prevent a wide range of health problems. A diet that includes fiber-rich foods (fresh fruits and vegetables, whole grains, etc.) not only offers protection against the development of chronic degenerative disease, but also provides health-promoting, therapeutic benefits. Along with antioxidants and phytochemicals, fiber-rich foods provide the body with indigestible roughage that creates bulky stools, which pass more easily and quickly through the colon. Fiber also binds to intestinal toxins, carrying them out of the body. Plus, healthy intestinal bacteria use fiber to synthesize butyric acid, which heals the mucosal cells lining the colon and also functions as an anticancer agent to prevent colorectal and other cancers.<sup>1-6</sup>

**CleanStart** is designed to help cleanse and detoxify the body safely and easily, while also providing 5 grams of dietary fiber in each serving. CleanStart contains herbs and nutrients to cleanse the colon of potentially harmful substances and promote healthy digestion and elimination. CleanStart's inner-cleansing action also helps to improve nutrient absorption, enhance metabolic function, increase resistance to disease, facilitate cellular repair, and promote a greater sense of wellness and vitality. CleanStart contains 28 capsule packets and 28 fiber-rich drink packets (in either natural apple-cinnamon flavor or natural wild berry flavor), providing a 14-day supply.

Each **CleanStart capsule packet** contains:

**Enviro-Detox** is a unique formula designed to cleanse and strengthen the organs of detoxification: the intestines, kidneys, liver, lungs and skin. These organs bear the burden of filtering and eliminating toxins ingested through air-borne pollutants and exposure to chemicals, food additives, impure water, drugs and alcohol. Enviro-Detox contains burdock root, dandelion root, fenugreek seed, ginger root, pepsin, red clover flowers, yellow dock root, marshmallow root, sarsaparilla root, *Lactobacillus sporogenes* (a healthy colonic bacteria), cascara sagrada bark, echinacea root extract, and milk thistle seed concentrate.

**LBS II** is an intestinal stimulant, also referred to as a lower bowel-cleansing formula. LBS II contains a blend of herbs that activate the production of digestive fluids and bile to promote peristaltic action in the colon. LBS II relaxes abdominal cramping and spasms, enhances liver function, purifies the blood, neutralizes acidic conditions, destroys intestinal parasites and worms, and fights infection. LBS II also contains herbs that improve digestion, relieve pain and inflammation in the body, and stimulate urine flow to expel toxins and cleanse the urinary tract. LBS II contains cascara sagrada bark, buckthorn bark, licorice root, capsicum fruit, ginger root, oregon grape root, turkey rhubarb root, couch grass rhizome, and red clover flowers.

Each **CleanStart drink packet** contains:

**Aloe vera** has been approved for use by the German Commission E for occasional constipation and for conditions that require a soft stool, such as anal fissures or hemorrhoids and after rectal surgery. Taken internally, aloe vera increases peristalsis and colonic motility to improve bowel detoxification. Aloe has also been widely used by patients with inflammatory bowel disease. Internal use of aloe vera is not recommended for children, pregnant or nursing women, and patients with kidney or cardiac disease due to the potential for hypokalemia (abnormally low serum potassium levels) and potential disturbance of cardiac rhythm. Internal use of aloe vera may increase the effects of anti-arrhythmics, cardiac glycosides, loop diuretics, other potassium-wasting drugs, steroids and

thiazides; thus, concurrent use should be avoided.<sup>2,7-9</sup>

**Bentonite** is a mineral-rich smectite clay commonly used to detoxify the intestinal tract. Bentonite both absorbs toxins into its internal structure, as well as adsorbs substances to its surface—positively charged toxins are attracted to the negatively charged edges of the clay material. Bentonite also readily absorbs water, yet remains virtually insoluble, which makes it useful as a bulk laxative.<sup>10-12</sup>

**Sodium copper chlorophyllin** is a mixture of water-soluble derivatives of chlorophyll, the substance that gives plants their green color. Chlorophyll has been used to eliminate bad breath and reduce the odors of infected wounds, feces and urine. Research also indicates that chlorophyll provides anti-inflammatory, antioxidant and wound-healing properties. In addition, preliminary evidence shows that chlorophyllin hinders the bioavailability of carcinogens (cancer-causing substances) and promotes their elimination in the feces.<sup>4,13-17</sup>

**Malic acid** is a naturally-occurring antioxidant and essential component for the production of ATP (adenosine triphosphate). ATP is the basic fuel of life, providing virtually all of the energy needed by the body. ATP is the only source of energy for cells, thus adequate levels of ATP must be maintained for normal cellular function. Malic acid also appears to be instrumental in preventing hypoxia (decreased oxygen delivery to the cells), which inhibits ATP production and causes fatigue. In addition, malic acid, which is found in apples, grapes, cranberries, and other fruits and vegetables, acts as a natural flavor enhancer.<sup>18-22</sup>

**Potassium citrate**, a supplemental form of potassium, is an essential mineral required for proper energy metabolism and cell function. Potassium also assists with muscle contraction and transmission of nerve signals, regulates fluid and mineral balance, and facilitates kidney function. In addition, potassium is vital for normal blood pressure—potassium deficiency may result in hypertension and heart disease. Potassium supplementation is important when cleansing or when using "potassium depleting" diuretic drugs or laxatives.<sup>5,23,24</sup>

**Psyllium hulls** are a dietary fiber that have been shown to shorten gastrointestinal transit time and increase stool weight and moisture content. Thus, psyllium hulls are effective for restoring and maintaining regular and easy bowel movements. Psyllium hulls also bind with carcinogens and other potential toxins and have been shown to inhibit the growth of parasitic amoebas of the genus *Entamoeba*, which cause dysentery and ulceration of the colon and liver. In addition, psyllium hulls have been shown to lower serum total cholesterol and LDL cholesterol levels.<sup>25-30</sup>

**Stevia**, in its natural form, is considered 10-15 times sweeter than common table sugar, while extracts of stevia (in the form of steviosides) can be 100-300 times sweeter. Fortunately, most experts conclude that stevia does not affect blood sugar metabolism and may be safely used by both diabetics and hypoglycemics. And although stevia is much sweeter than sugar, it contains virtually no calories.<sup>4,31-33</sup>

Other ingredients in Apple-Cinnamon flavor: natural apple-cinnamon flavor. Other ingredients in Wild Berry flavor: natural wild berry flavor, vegetable fiber and natural carrot extract.

#### References:

- <sup>1</sup>Finnegan, M. "Energize Your Body!" *Energy Times*; 1997, 7(3):37-40.
- <sup>2</sup>Fitzgerald, F. "Detoxify for better health." *Nature's Impact*; April/May 1998:36-41.
- <sup>3</sup>Golan MD, R. *Optimal Wellness*. NY, NY: Ballantine Books, 1995.
- <sup>4</sup>Lininger DC, S., et al. *The Natural Pharmacy, 2nd ed*. Rocklin, CA: Prima Health, 1999.
- <sup>5</sup>Pizzorno, J & Murray, M (eds). *A Textbook of Natural Medicine, 2nd ed*. London: Churchill Livingstone, 1999.
- <sup>6</sup>Pitchford, P. *Healing With Whole Foods*. Berkeley, CA: North Atlantic Books, 1993.
- <sup>7</sup>"Aloe." *American Botanical Council*; 2005. <<http://www.herbalgram.org/default.asp?c=aloe>>. Accessed January 2006.
- <sup>8</sup>Langmead, L., et. al. "Randomized, double-blind, placebo-controlled trial of oral aloe vera gel for active ulcerative colitis." *Alimentary Pharmacology & Therapeutics*; 2004, 19(7):739-747.
- <sup>9</sup>Fetrow, C. & Avila, J. *Professional's Handbook of Complementary & Alternative Medicines*. Springhouse Corp., 1999.
- <sup>10</sup>Knishinsky, R. *The Clay Cure*. Rochester, VT: Healing Arts Press, 1998.
- <sup>11</sup>"Bentonite." *PDRhealth*, 2003. <[http://www.pdrhealth.com/drug\\_info](http://www.pdrhealth.com/drug_info)>. Accessed November 2003.
- <sup>12</sup>Madkour, A.A., et. al. "Smectite in acute diarrhea in children: a double-blind placebo-controlled clinical trial." *Journal of Pediatric Gastroenterology and Nutrition*; 1993, 17(2):176-181.
- <sup>13</sup>Ferruzzi, M.G., et. al. "Sodium copper chlorophyllin: in vitro digestive stability and accumulation by Caco-2 human intestinal cells." *Journal of Agricultural and Food Chemistry*; 2002, 50(7):2173-2179.
- <sup>14</sup>Nahata, M.C., et. al. "Effect of chlorophyllin on urinary odor in incontinent geriatric patients." *Drug Intelligence & Clinical Pharmacy*; 1983, 17(10):732-734.
- <sup>15</sup>Kumar, S.S., et. al. "Scavenging of reactive oxygen species by chlorophyllin: an ESR study." *Free Radical Research*; 2001, 35(5):563-574

- <sup>16</sup>Kensler, T.W., et. al. "Strategies for chemoprevention of liver cancer." *European Journal of Cancer Prevention*; 2002, 11(Suppl 2):S58-64.
- <sup>17</sup>Ardelt, B., et. al. "Chlorophyllin protects cells from the cytostatic and cytotoxic effects of quinacrine mustard but not of nitrogen mustard." *International Journal of Oncology*; 2001, 18(4):849-853.
- <sup>18</sup>Potter, B. & Orfali, S. *Brain Boosters*. Berkeley, CA: Ronin Publishing, 1993.
- <sup>19</sup>Mindell PhD, E. *Earl Mindell's Supplement Bible*. NY, NY: Fireside Books, 1998.
- <sup>20</sup>Malic Acid, Energy, & Fibromyalgia." *VRP Nutritional News*; December 1995.
- <sup>21</sup>Burke PhD, E. "ATP: The Energy Currency." *Nutrition Science News*; March 2001.
- <sup>22</sup>Paeschke PhD, T. "Dropping Calories, Maintaining Taste and Functionality." *Food Product Design*; March 2003. <<http://www.foodproductdesign.com/archive/2003/0303CS.html>>. Accessed January 2006.
- <sup>23</sup>"FDA Grants Health Claim to Potassium." *Nutrition Science News*; January 2001.
- <sup>24</sup>Treasure, J. & Ploth, D. "Role of dietary potassium in the treatment of hypertension." *Hypertension*; 1983, 5(6):864-872.
- <sup>25</sup>*Herbal Medicine: Expanded Commission E Monographs*. Newton, MA: Integrative Medicine, 2000.
- <sup>26</sup>Plantago ovata. (Psyllium)." *Alternative Medicine Review*; 2002, 7(2):155-159.
- <sup>27</sup>Moreno, L.A., et. al. "Psyllium fibre and the metabolic control of obese children and adolescents." *Journal of Physiology and Biochemistry*; 2003, 59(3):235-242.
- <sup>28</sup>Jacobs, L.R. "Relationship between dietary fiber and cancer: metabolic, physiologic, and cellular mechanisms." *Proceedings of the Society for Experimental Biology and Medicine*; 1986, 183(3):299-310.
- <sup>29</sup>Zaman, V., et. al. "The presence of antiamoebic constituents in psyllium husk." *Phytotherapy Research*; 2002, 16(1):78-79.
- <sup>30</sup>Anderson, J.W., et. al. "Long-term cholesterol-lowering effects of psyllium as an adjunct to diet therapy in the treatment of hypercholesterolemia." *American Journal of Clinical Nutrition*; 2000, 71(6):1433-1438.
- <sup>31</sup>Richard, D. *Stevia Rebaudiana*. Bloomingdale, IL: Vital Health Publishing, 1996.
- <sup>32</sup>Gustafson, K. "Stevia." *Natural Health*; 1999, Vol. 29(6): 38.
- <sup>33</sup>Curi, R., et. al. "Effect of Stevia rebaudiana on glucose tolerance in normal adult humans." *Brazilian Journal of Medical and Biological Research*; 1986, 19(6): 771-774.