

Do humans need to detox?



# Why is there a need to Detox?



All of us live in an ever-increasing toxic environment

# Are You Toxic?

The question is no longer  
**IF** we are toxic ...  
the real question is

**HOW** toxic are we?



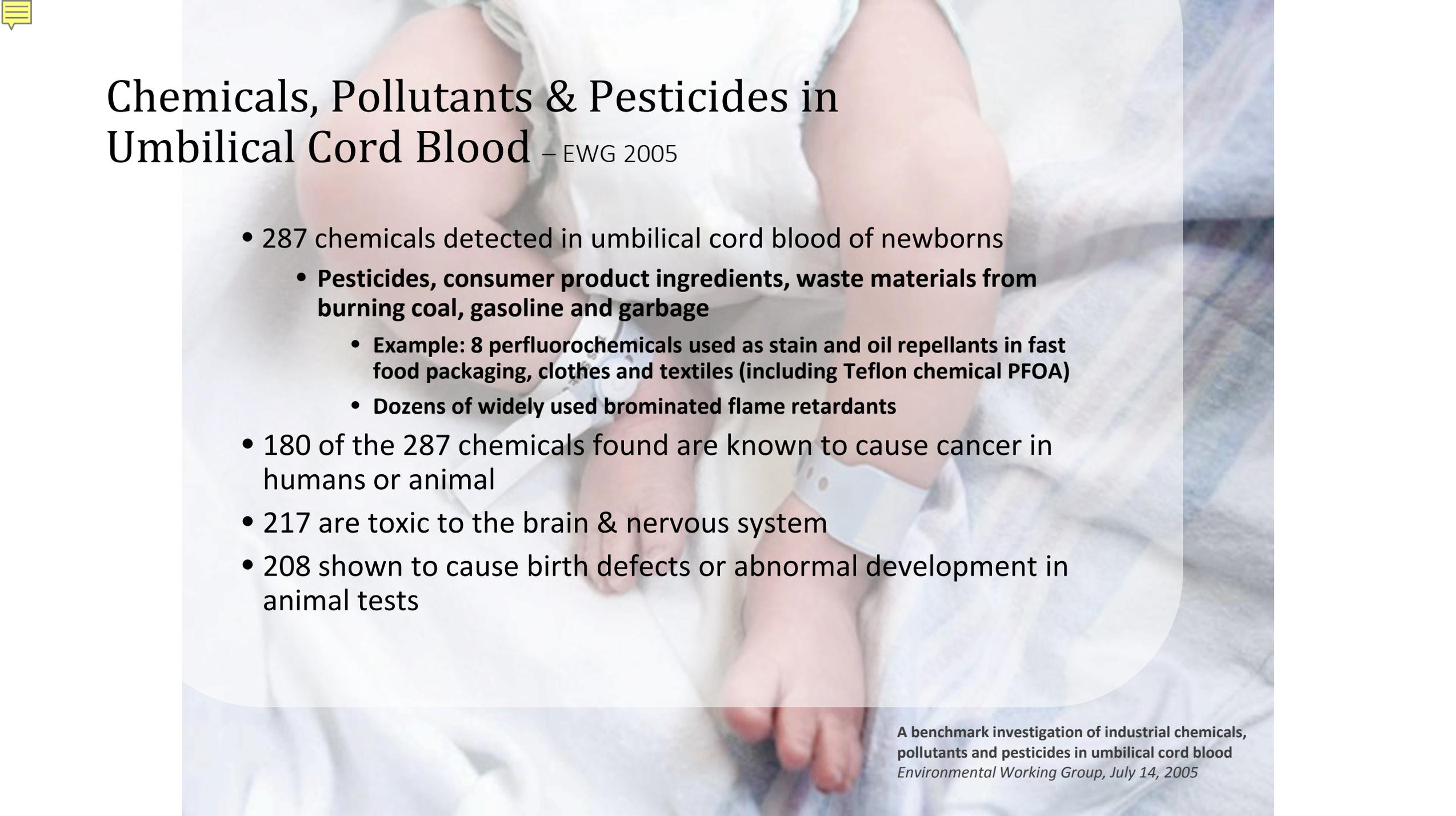
# Toxins and our Health

Throughout our daily life we are in **constant contact** with **environmental toxins** leading to **health concerns** in a **variety** of areas.



Where are these toxins coming from?





# Chemicals, Pollutants & Pesticides in Umbilical Cord Blood – EWG 2005

- 287 chemicals detected in umbilical cord blood of newborns
  - **Pesticides, consumer product ingredients, waste materials from burning coal, gasoline and garbage**
    - **Example: 8 perfluorochemicals used as stain and oil repellants in fast food packaging, clothes and textiles (including Teflon chemical PFOA)**
    - **Dozens of widely used brominated flame retardants**
- 180 of the 287 chemicals found are known to cause cancer in humans or animal
- 217 are toxic to the brain & nervous system
- 208 shown to cause birth defects or abnormal development in animal tests

A benchmark investigation of industrial chemicals, pollutants and pesticides in umbilical cord blood  
*Environmental Working Group, July 14, 2005*

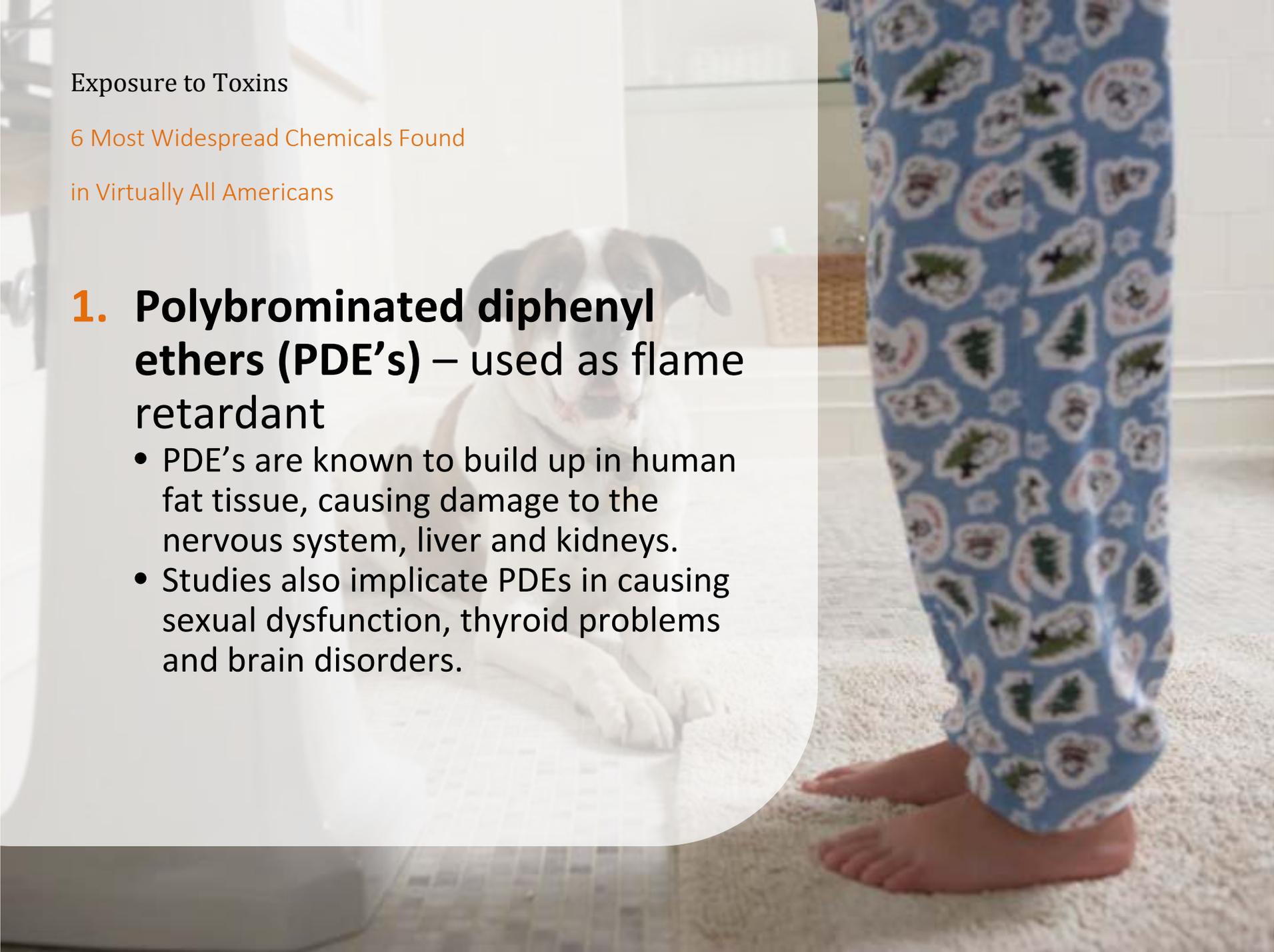


Exposure to Toxins

6 Most Widespread Chemicals Found

in Virtually All Americans

**1. Polybrominated diphenyl ethers (PDE's) – used as flame retardant**

- PDE's are known to build up in human fat tissue, causing damage to the nervous system, liver and kidneys.
  - Studies also implicate PDEs in causing sexual dysfunction, thyroid problems and brain disorders.
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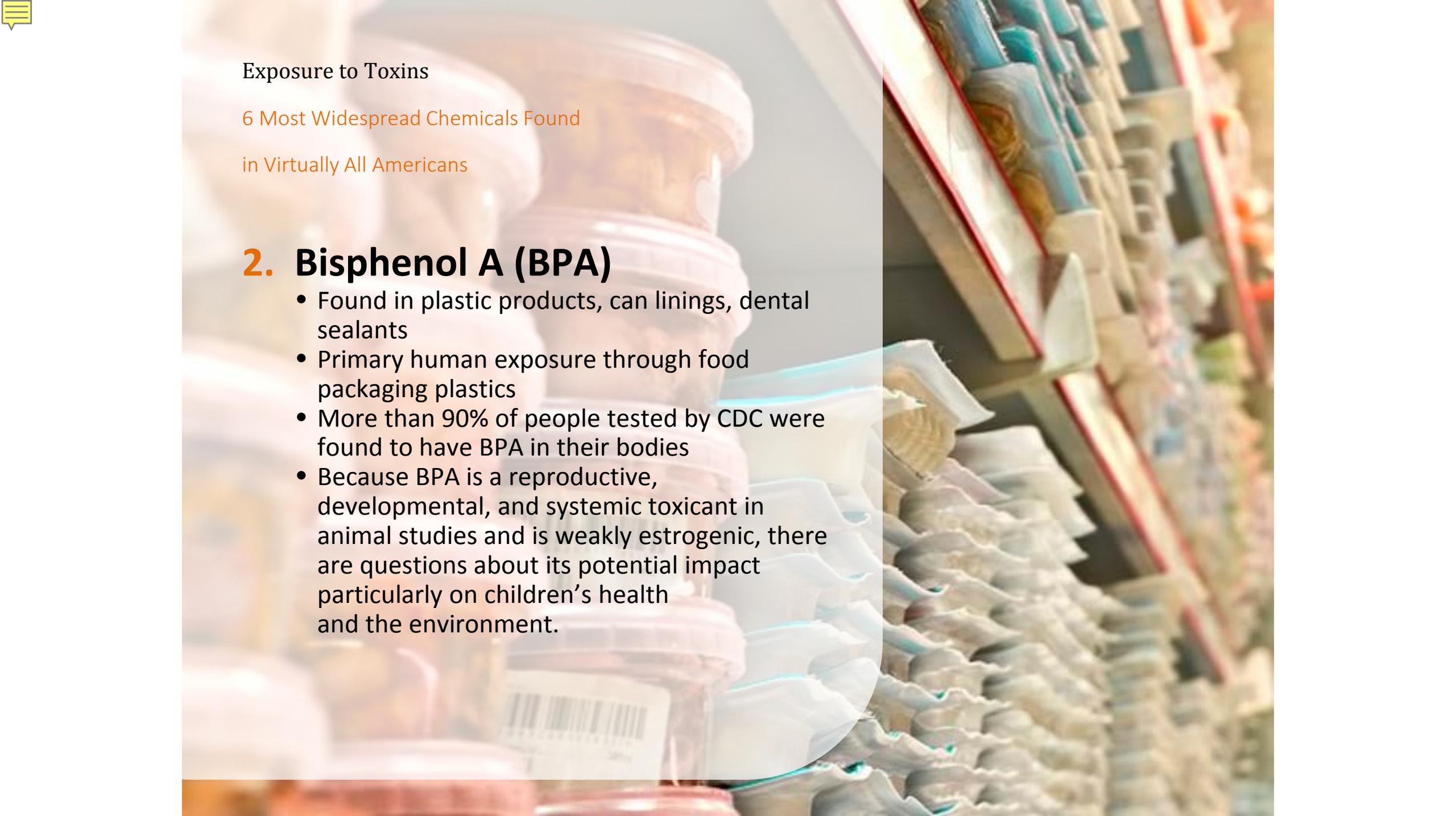


Exposure to Toxins

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## 2. Bisphenol A (BPA)

- Found in plastic products, can linings, dental sealants
  - Primary human exposure through food packaging plastics
  - More than 90% of people tested by CDC were found to have BPA in their bodies
  - Because BPA is a reproductive, developmental, and systemic toxicant in animal studies and is weakly estrogenic, there are questions about its potential impact particularly on children's health and the environment.
- 



Exposure to Toxins

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### **3. Perfluorooctanoic acid (PFOA)- aka Teflon**

- Used in non-stick cookware, stain-resistant clothing, certain food packaging and other heat-resistant products
  - Studies verify that PFOA contributes to infertility and other reproductive problems.
  - Liver and immune system dysfunction also associated with the use of PFOAs
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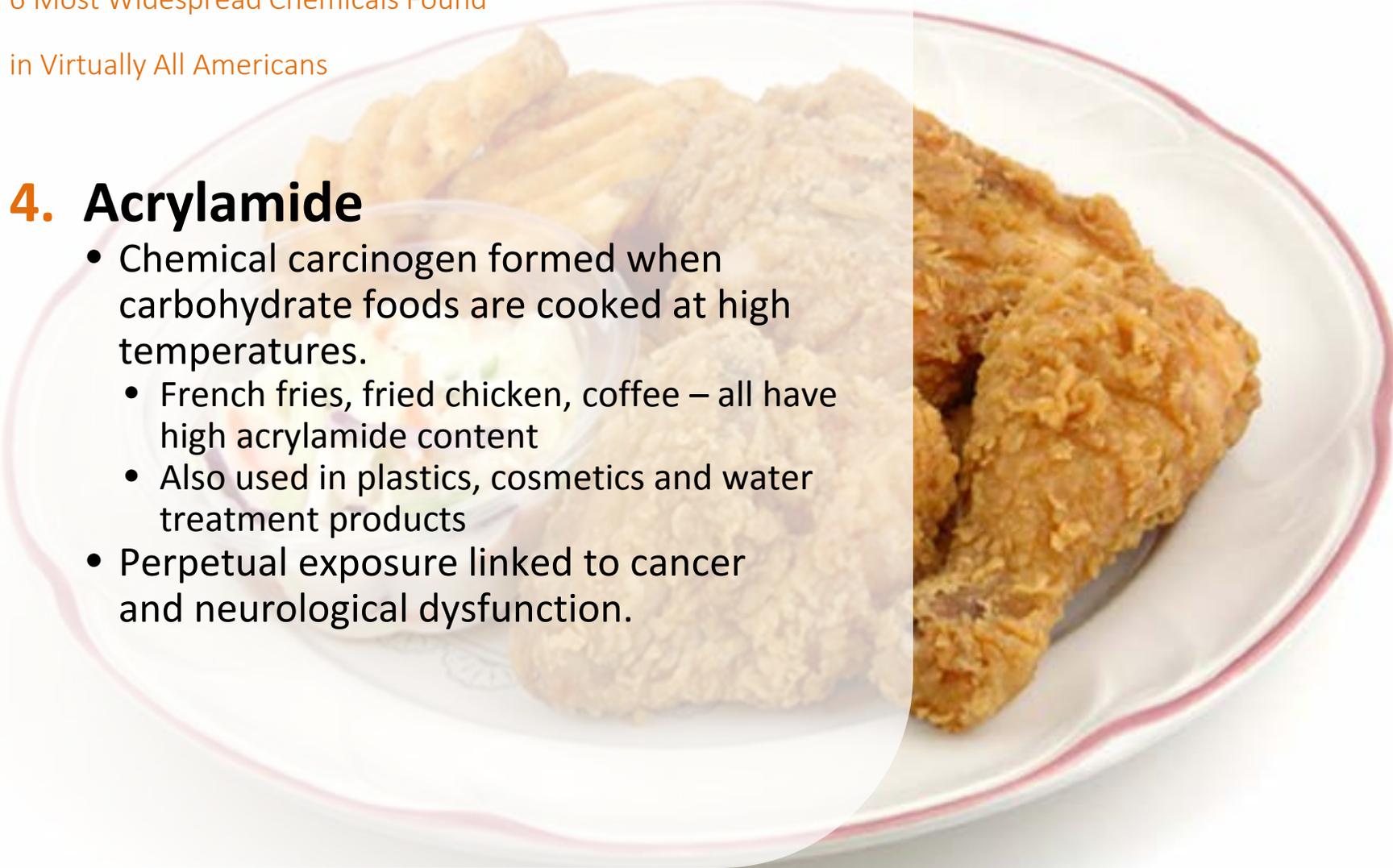
## Exposure to Toxins

6 Most Widespread Chemicals Found

in Virtually All Americans

### 4. Acrylamide

- Chemical carcinogen formed when carbohydrate foods are cooked at high temperatures.
  - French fries, fried chicken, coffee – all have high acrylamide content
  - Also used in plastics, cosmetics and water treatment products
- Perpetual exposure linked to cancer and neurological dysfunction.



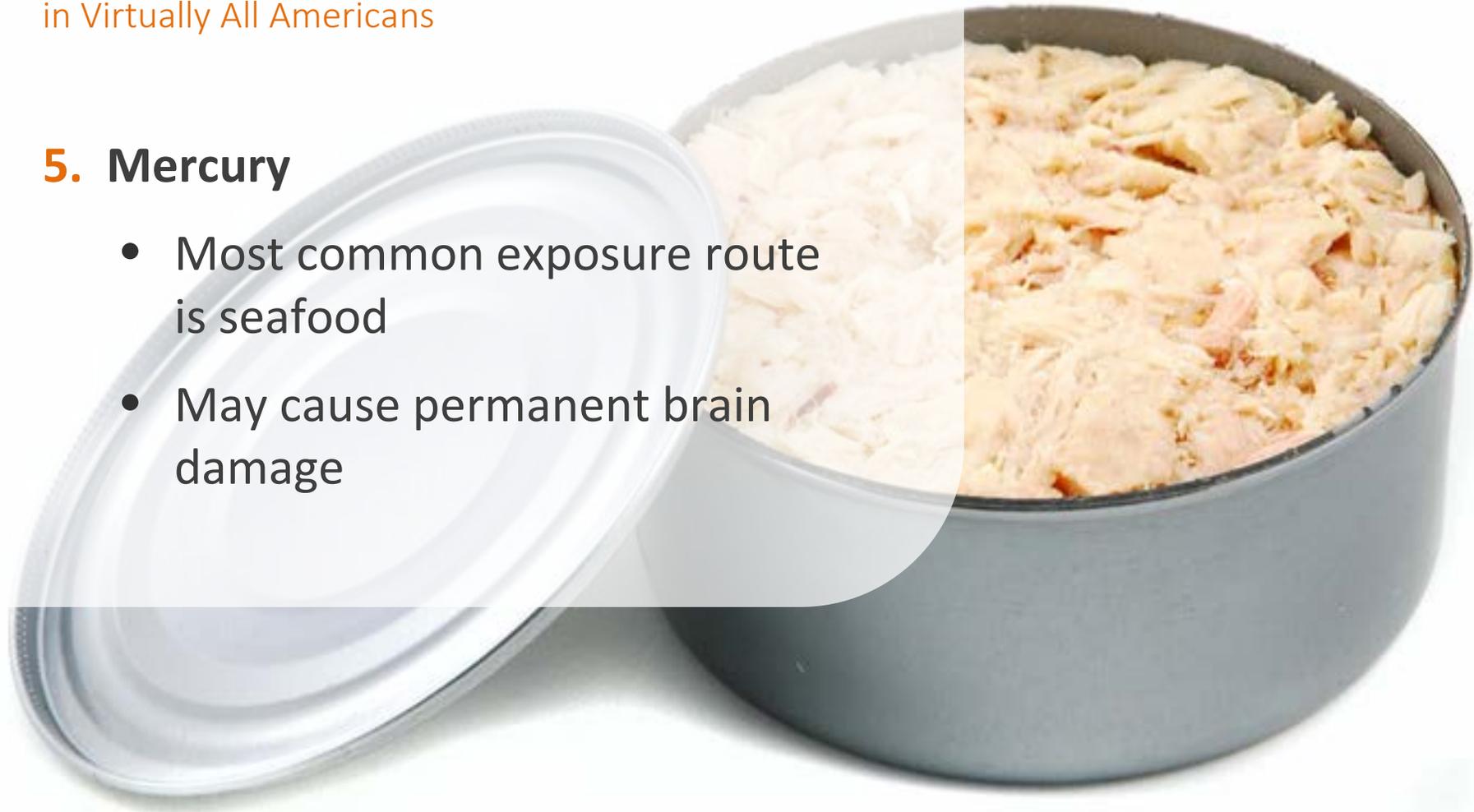


Exposure to Toxins

6 Most Widespread Chemicals Found  
in Virtually All Americans

## 5. Mercury

- Most common exposure route is seafood
- May cause permanent brain damage





Exposure to Toxins

6 Most Widespread Chemicals Found

in Virtually All Americans

## 6. Methyl tert-butyl ether (MTBE)

- Gasoline additive
  - Not currently in use today in US
  - Current detection in most Americans' bodies
  - Additional exposure from secondhand cigarette smoke
  - Causes neurological and reproductive problems
- 



**The link between exposure to a common toxin (dioxins) and type II diabetes is growing ever more evident.**

**“Conclusions**

Further research is needed to fully elucidate the precise mechanism through which **dioxin promotes type 2 diabetes in humans.**”

“We found definitive evidence indicating that a diabetogenic shift occurred in the biochemistry of adipose tissues from Vietnam veterans who were exposed to dioxin-containing Agent Orange herbicide preparations.”

***Dioxins are also present in farm raised fish, dairy products & beef***

A woman with blonde hair pulled back, wearing a dark blue pinstriped suit jacket over a white collared shirt. She is looking directly at the camera with a serious, questioning expression. The background is a blurred office or laboratory setting with windows and equipment.

How do you know if the toxins  
you've been exposed to are  
causing you health problems?

# Symptoms of excessive toxic burden

Common symptoms you may be experiencing indicating excessive toxins:

- Fatigue
- Depression
- **Obesity**
- **Slow Metabolism**
- Headaches
- Cognitive problems: brain fog, memory problems
- Neurological issues: balance problems, tremors



What Can You Do?



- 
- ✓ Reduce Your Exposure
  - ✓ Detox Your Body

# DIRTY DOZEN™

[www.foodnews.org](http://www.foodnews.org)

## Buy these **organic**:

1. Celery
2. Peaches
3. Strawberries
4. Apples
5. Blueberries
6. Nectarines
7. Bell Peppers
8. Spinach
9. Cherries
10. Kale/Collard & Greens
11. Potatoes
12. Grapes (Imported)

CLEAN 15™

[www.foodnews.org](http://www.foodnews.org)

**Lowest** in pesticides

*Ok to eat conventionally grown*

1. Onions
2. Avocado
3. Sweet Corn
4. Pineapple
5. Mangos
6. Sweet Peas
7. Asparagus
8. Kiwi
9. Cabbage
10. Eggplant
11. Cantaloupe
12. Watermelon
13. Grapefruit
14. Sweet Potato
15. Honeydew & Melon

Reduce Your Exposure To Toxins:

## Other Exposure Routes

Phalate, another toxin, is found in a large majority of plastic packaging and can leach into the foods that you eat.

- Use stainless steel or glass drinking containers, reduce or eliminate all plastic utensils, drinking containers, plates and storage containers.
- Store food in non-plastic containers and bags when possible.
- Never microwave food in plastic containers.
- If you want to reduce exposure to phthalates, avoid polyvinyl chloride (marked with a **number 3 or PVC**).



What else can you do?



**Detoxification** is simply normalizing the body's ability to process & excrete toxins...

...while you temporarily reduce the amount of incoming toxins



Detoxification pathways have capacity limitations and can be **overburdened**.

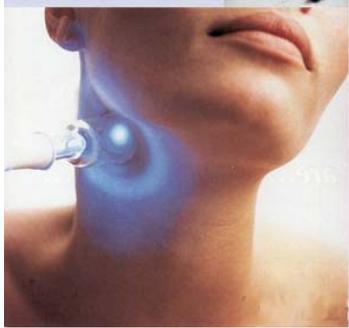
“...rate of metabolism of any enzyme in any given pathway reaches an upper limit.... Occasionally, when most of the enzyme sites are occupied, the rate of metabolism does not increase in proportion.”



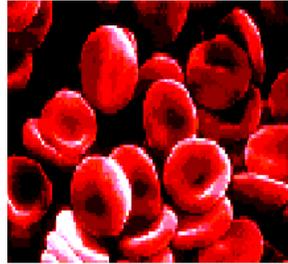
# Detoxification: the Process

- Detoxification refers to the metabolic pathways via which cells transform toxic substances into relatively inert metabolites that can be readily excreted via the urine or bile.
- Since the majority of toxic substances are fat soluble they have an affinity for and are stored in high fat tissues and organs when not detoxified and excreted promptly.

# Organs of Detoxification



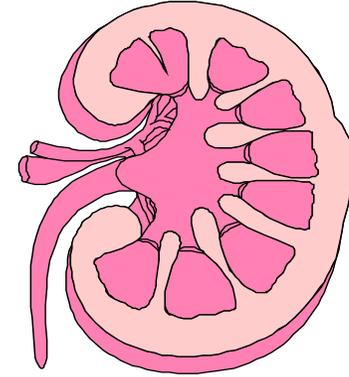
Lymph



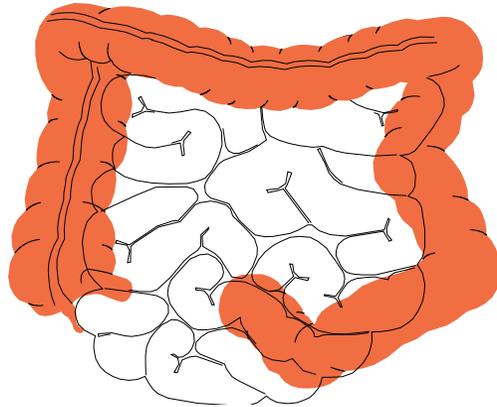
Blood



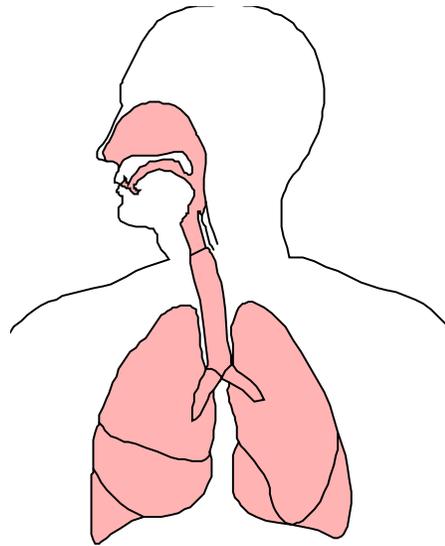
Skin



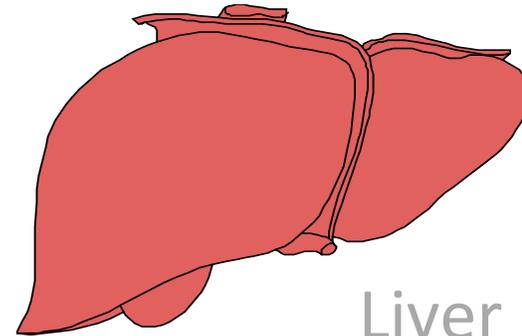
Kidneys



Colon



Lungs



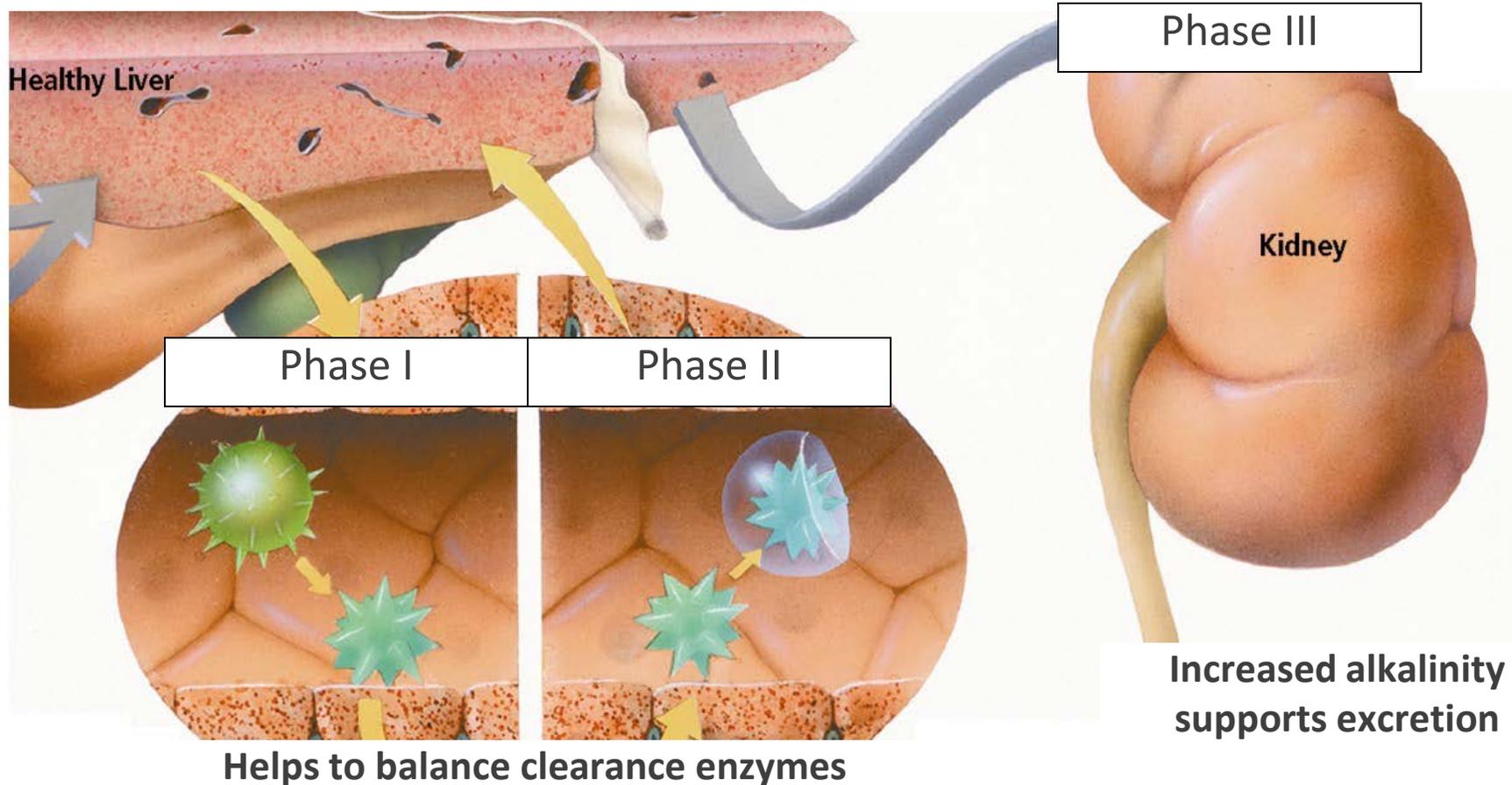
Liver

# The Liver is the Major Detoxifying Organ

The liver utilizes a two-phase system in detoxifying the body of harmful substances:

- **1<sup>st</sup>:** Transforms toxins into more water-soluble compounds that are then carried through the blood to the liver for further processing, or to the kidney for elimination.
- **2<sup>nd</sup>:** Completing the detoxification in the liver and sending the toxins back to the kidney for elimination, or into the bile for elimination via the GI tract.

Metabolic detoxification requires comprehensive nutrients to **support all phases** of detoxification.



# Why not just fast?

- Breakdown of adipose tissue (lipolysis) results in surge of toxins into the circulation further overloading already impaired liver function
- Lack of fiber impedes fecal excretion and increases enterohepatic recirculation
- Insufficient calories impairs biotransformation (detoxification is *highly energy dependent*)

# Weight Loss Resistance

- A plateau in weight loss may indicate toxicity
- Toxins are stored in fat
- The body may be guarding and not wanting to let toxins loose in the body
- Detoxification can be a great way to jump start weight loss!

# The PaleoCleanse™ Plus *difference*



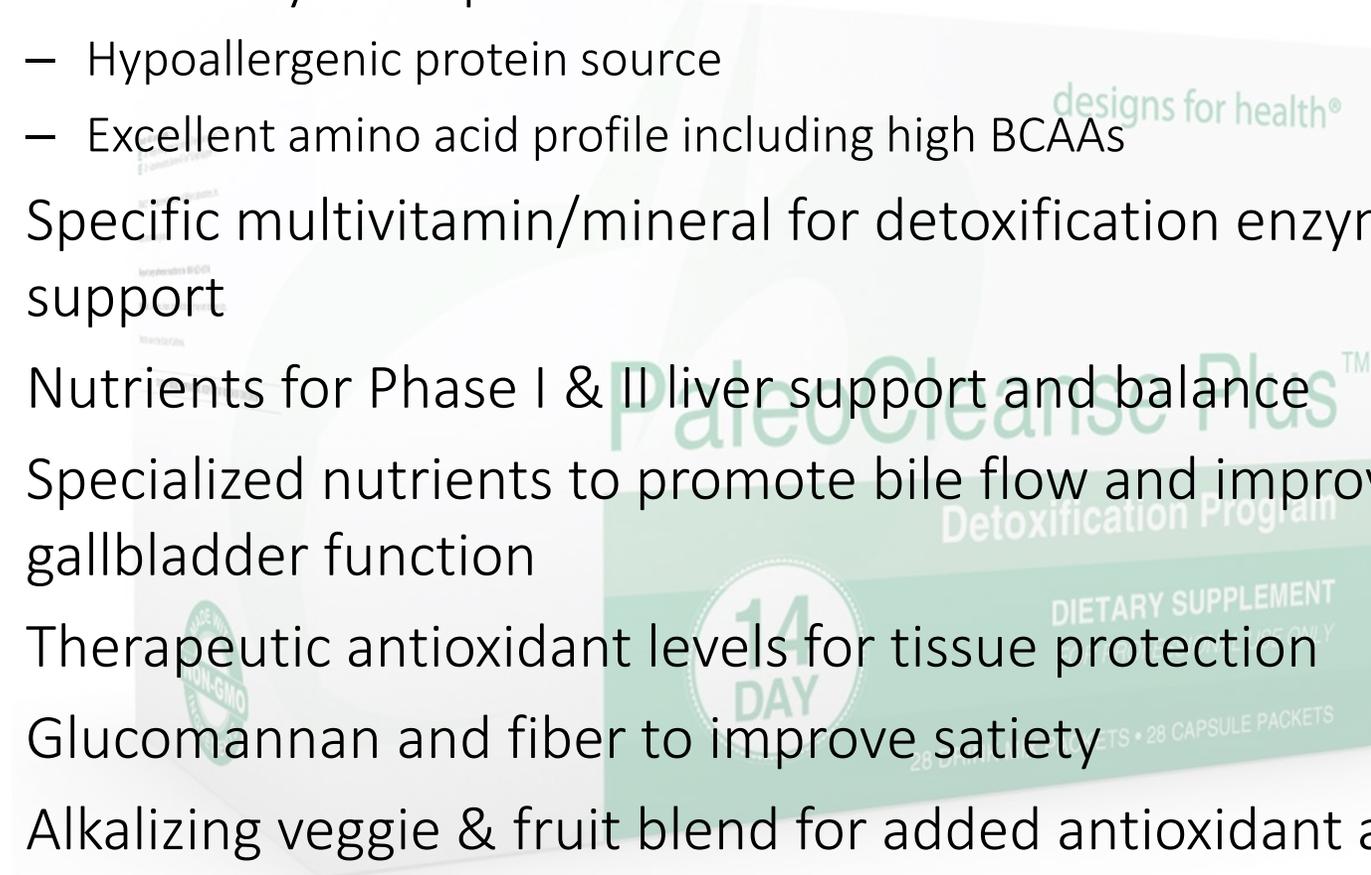
- Certified organic pea protein
- Convenient and easy to use packets
- Simple food plan
- Pleasant taste
- Step-by-step 14 & 21 day program guides

Simple to Complete

# Advanced Detox Formulation

Single-serving drink mix packets

1. 18 g protein from certified organic, non-GMO North American yellow peas
  - Hypoallergenic protein source
  - Excellent amino acid profile including high BCAAs
2. Specific multivitamin/mineral for detoxification enzyme support
3. Nutrients for Phase I & II liver support and balance
4. Specialized nutrients to promote bile flow and improve gallbladder function
5. Therapeutic antioxidant levels for tissue protection
6. Glucomannan and fiber to improve satiety
7. Alkalizing veggie & fruit blend for added antioxidant and metabolic support



# Detox Program Guidelines

- Follow a low-allergen, elimination diet: remove gluten, dairy, sugar, alcohol and caffeine
  - Reduces the amount of allergens entering the body
  - Helps to diminish yeast overgrowth in the gut
  - Elimination minimizes inflammatory and toxic reactions
  - Maximizes the effectiveness of the program
  - Once the program is completed, these foods are slowly re-introduced to see how the body reacts to them to identify sensitivities



# Detox Program Guidelines

- **The problem with grains and gluten**
  - Gluten is problematic for those that are gluten sensitive/intolerant
  - Consumption of gluten can lead to autoimmunity, resulting in inflammation of the intestines, joints, thyroid, nervous system and other tissues of the body
  - Soy and corn are also common food allergens

# Detox Program Guidelines

- Meal guidelines:
  - Two meals per day in the form of shakes from PaleoCleanse Plus™ powder packets
  - One detox-appropriate meal prepared by patient (examples in guidebook)
  - Snacks as needed to prevent hunger and provide energy (examples in guidebook)
- Promote the consumption of clean, lean animal protein such as organic, grass-fed meat and poultry
- Promote the consumption of organic vegetables and fruit
- Drink plenty of water for elimination of toxins
  - 1/2 oz per lb. body weight



# Diet and Nutrition

- Drink one half your body weight in ounces of filtered water each day.
- Eat only organic foods.
- Avoid foods high in pesticides and mercury.
- Avoid food allergies/sensitivities.
- Eat high fiber veggies.
- Include fruits, vegetables, legumes, nuts, and seeds
- Healthy Fats; Avocado, coconut oil, olive oil
- Avoid processed foods, sugar, coffee, alcohol, and nicotine.

# Managing Possible Side Effects

People with severe toxicity and/or reduced detoxification capacity may experience some symptoms as they start to cleanse their systems.

- Headaches
- Weakness and dizziness
- Muscular aches
- Skin irritation  
(Rashes should pass quickly. The skin is a major organ of elimination, do not suppress irritations.)
- Awakening after a few hours sleep
- Constipation/diarrhea

# Reported Detoxification Benefits

- Increased energy
- Deeper sleep
- Reduced joint pain
- Improved weight loss
- Better focus and memory
- Improved digestion



# PaleoCleanse Plus™

Reset. Refresh. Reclaim wellness.

1. Certified organic pea protein
2. Convenient and easy to use
3. Pleasant taste and texture
4. Simple food plan
4. Highly effective
5. Step-by-step 14 & 21 day guides

Choose the PaleoCleanse Plus™  
Detoxification Program  
**TODAY!**



# Mental Detoxification

The cleansing of our mind of negative thought pattern, is essential to health and physical detoxification and can aid in this process. Emotionally, detoxification helps us uncover and express hidden frustrations, anger, resentments and fear and replace them with forgiveness, love, joy and hope.

- Relax...Breathe...Go for walks...
- Enjoy the change of season
- This is a time for you to care for your unique self...
- You are a priority, if only for this short time

# The PaleoCleanse™ Plus *difference*



## Webinar Special:

Order by Feb 3<sup>rd</sup>

And receive a **15% discount**  
and a free shaker bottle

- 14 Day Detox Kit Normally **\$157**
- **\$133.45** with discount
- Call Liesha Getson to place order: **856-596-0200**