



TRY A  
**CLEANSE**  
YOUR BODY  
WILL THANK YOU

The **CLEANSING/ENERGY** Link

**FIGHTING EXTRA  
POUNDS?**

*Be Kind to Your Liver*

*R&R for your*

**DIGESTIVE SYSTEM**

BE GOOD TO YOUR

*Whole  
Body*

# HELP YOUR BODY KEEP IT CLEAN

The human body has incredible abilities to deal with toxic substances in daily life. Its systems work constantly to maintain normal body functions while tracking down and eliminating all kinds of toxins from the environment and products many of us are exposed to regularly.

A study released by the Centers for Disease Control and Prevention found that people still are carrying traces of dangerous and persistent chemicals banned in the United States 25 to 30 years ago.

We don't like to think about it, but due to higher levels of toxins in our environment, we have higher levels of toxins in our bodies. Maybe it's time to cleanse and give your body some help!

## CLEANSING IS POWERFUL...BE SMART ABOUT IT

You need the best products and information to make wise detoxification choices. At Whole Foods Market®, our cleanse products are of the highest quality ingredients from companies committed to smart cleansing. We can help you choose and understand the components of a healthy cleanse—a **rejuvenating way to be good to your whole body.**

# Ask 10 people why they cleanse...

and you could get more than 30 different answers! It would be a laundry list of symptoms many people suffer every day, from headaches to weight concerns. Rather than focusing on a symptom/cure approach, cleansing gives your body a fresh start and renewed ability to operate effectively for overall good health and wellness.

## THE CLEANSING **MOST WANTED** LIST

*What exactly is it that needs to be cleaned out of my body?*

- artificial food additives
- caffeine, alcohol, medications, cigarette smoke
- unnecessary bodycare ingredients
- synthetic chemicals in household cleaners
- toxins from building and furnishing materials
- compounds leaching from certain plastics
- other indoor and outdoor pollution

# CLEANSING:

## *An out of body experience*

Your body is constantly cleansing—detoxifying—itsself, every day, every minute. It's a normal and vital function. Simply breathing and “being” create toxins that need to be eliminated along with external substances that we inhale, ingest or absorb. Stress and inflammation add to the load, creating the endless “to do” list for the body's cleansing system.

### **WHY DOES “DOING A CLEANSE” HELP?**

Basically, it helps the body be more efficient in “housecleaning” of the toxins collected in everyday life. Exposure to these substances puts pressure on the whole body. With all that work to do, it's not surprising that parts of our system sometimes need a vacation, while other parts benefit from a jumpstart. Periodic focused cleansing gives your body time to recoup while supporting your natural detox system with care and healing compounds.

### **WHAT DOES A CLEANSE INVOLVE?**

The digestive system is usually the main focus. That means avoiding certain foods and beverages—and incorporating others—while taking specific supplements to aid the digestive process. Also key are the skin, blood, lungs, lymphatic system, kidneys and liver. Therefore, a whole body approach—one that goes beyond digestion—is most effective. Rest, deep breathing, healthy foods, supplements and pure water are all components of smart whole body cleansing.

*The information in this brochure is provided to you for educational purposes by Whole Foods Market® under Section 5 of the Dietary Supplement Health and Education Act of 1994; and is not intended as medical advice. To obtain more in-depth information contact your healthcare professional or other reliable resources.*



# THE BODY

## SENDS SIGNALS WHEN IT NEEDS SOME R&R

Digestive discomfort, skin problems, chronic fatigue and weight issues may all be signs from your body's detoxification system saying "I need a vacation!"

**DIGESTION** *is the foundation of health according to many western and eastern practitioners*

The **DIGESTIVE SYSTEM** regulates which nutrients get into our body, and which toxins are escorted out. Its key players are the mouth, esophagus, stomach, small intestine, liver, kidneys and colon. Each utilizes specific enzymes to break down both our food and toxins.

**CLEANSING** helps digestion move along smoothly and gently. Healthy foods and supportive nutrients are integral parts of the program, along with eating minimally and cleaning out the colon. After cleansing, your digestive system is freer to operate more effectively.

**Your colon knows that what goes in the body shouldn't always stay there.** *The colon is the longest part of the intestine, where toxins are readied for removal. If toxins are not effectively removed, they could cause problems in the intestine and elsewhere in the body. Cleansing supports a healthy colon by cleaning the intestinal walls and encouraging normal digestive function.*

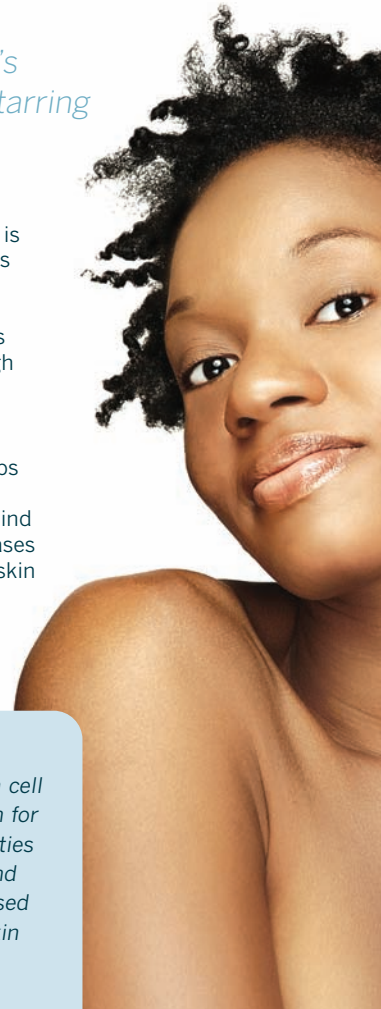
**SKIN** *is the body's largest organ with a starring role in detoxification*

A primary function of the **SKIN** is to sweat because one way toxins are eliminated from the body is through our pores. In fact, the skin's cleansing action is just as important as elimination through the kidneys and colon!

Doing a **CLEANSE** supports healthy skin. While the skin helps the body cleanse, a tired detox system could be the culprit behind skin problems. Cleansing increases toxin removal, and encourages skin cells to rejuvenate.

### **Aloe Mate!**

*One way to encourage new skin cell growth is with aloe vera. Known for its soothing and healing properties for the skin (used externally) and the esophagus and intestine (used internally) aloe is healing for skin cells throughout the body.*





## WEIGHT CONTROL

*relies on good liver function along with plenty of fiber and water*

A healthy liver is important to **WEIGHT CONTROL**. The liver not only filters toxins from the blood, it also breaks down fats.

**CLEANSING** supports weight control by enabling the liver to function properly and promoting proper metabolism. A smart cleanse includes a fiber supplement to help maintain healthy blood sugar levels and counter hunger. Fiber—and water—also help you feel full and eat less.

\*  
EXPERTS  
SAY...

**The average American does not get enough fiber in the diet.** Fiber not only reduces blood cholesterol levels, it also aids in normal bowel function. Since it is not absorbed, fiber acts like a broom on intestinal walls, sweeping out toxins (*Nutrition in Clinical Care*, 2:3 [1999] 187).



## ENERGY

*is an added benefit, an indicator of properly functioning systems*

**CHRONIC FATIGUE** is a result of an overburdened detox system. Elimination of toxins takes priority as a protection mechanism in the body, so energy level is one of the first things to be affected.

Energy is one of the most popular benefits after completing a **CLEANSE**. During cleansing, energy levels may plummet and you may experience headache or stomach upset. After the cleanse, however, energy should reach a normal, healthy level.

*NOTE: Children, the elderly and people with blood sugar disorders or illness should not cleanse; however, we offer liver, skin and intestinal supportive supplements for almost everyone.*



**Cleansing encourages a healthier diet.** For one, you learn to avoid needless calories and/or toxins in drinking coffee or soda throughout the day. And, after your cleanse you may find that you have gotten accustomed to eating less sugar and unhealthy fats—and more vegetables and lean protein.

# GET THE MOST FROM YOUR CLEANSE

## *Top 5 Tips for Smart Cleansing*

- 1 Support your liver.** This hard-working organ filters all your blood several times a day, breaking down toxic substances for elimination. Because your main goal is more efficient elimination of toxins, liver support and protection is extremely important.
- 2 Drink water, drink more water and drink more water.** Battle hunger and wash away toxins with this cleansing mantra. Add lemon or unsweetened cranberry juice. Enjoy herbal tea—dandelion, licorice, peppermint, chamomile. Get a water filter!
- 3 Eat right. Eat Light.** Eat green, cruciferous and cleansing foods (beets, artichokes, lemons, onions, garlic, cranberries, apples, avocados, spinach, berries, oatmeal). No caffeine, sugar, alcohol, artificial ingredients, hydrogenated fats and processed foods. Yes fiber, fresh veggie juices and smoothies, small portions, organics.
- 4 Take it low and slow.** Breathe deep during low-impact exercise—walking, stretching, yoga. Relax in a sauna or steam bath. Reduce your workload, slow all activities, avoid stressors and get rest. Listen to your body. If it says to lie down for a bit, do it!
- 5 Get help from probiotics and enzymes.** Probiotics support your immune system and intestinal health by replenishing healthy gut flora which help eliminate toxins. Enzymes are crucial for digestion and metabolism, breaking down food particles into nutrients.

## HERBS FOR LIVER HEALTH

**Milk Thistle** contains silymarin, shown in numerous studies to play a role in liver cell protection and regeneration, while its antioxidant power helps scavenge free radicals during cleansing.

**Artichoke Extract** is closely related to milk thistle, and contains the liver-protective compound cynarin.

**Dandelion Root** stimulates the gallbladder, kidneys and liver for more efficient removal of toxins, and increases the production of bile, which aids toxin elimination.



To help get nutrients and protein during a cleanse—or any time—**try a shake mix blended with frozen fruit.** Be sure to choose one with no artificial sweeteners or preservatives. For more flavor, add cinnamon or the herb stevia (a.k.a. sweet leaf).

## 5 MORE CLEANSING IDEAS WE CAN'T RESIST SHARING...

- Ask a friend or family member to join you for support and camaraderie
- Stay away from harsh laxatives; go for gentle and natural
- Use cleansing body washes, salt scrubs, a loofah or a dry skin brush
- Remove potential toxins from your environment
- Keep motivated by journaling your goals, cravings, emotions, successes

# OUR SUPPLEMENTS

## QUALITY STANDARDS

- We carefully evaluate each and every product we sell.
- We feature products that are free of artificial colors, flavors, sweeteners and hydrogenated oils.
- We are committed to offering research-driven dietary supplements that have a proven track record.
- We provide nutritional products that support the health and well-being of our customers and the environment.
- We are committed to ensuring that the products we sell are labeled legally based upon DSHEA (Dietary Supplement Health & Education Act of 1994), FTC Truth in Labeling laws and all associated FDA regulations.
- The highest priority of our knowledgeable and extensively trained team members is to help you make educated, informed decisions when selecting a nutritional supplement product.



## CURIOUS? CONFUSED?

Ask a question and you will discover that **our Whole Body team members are thoroughly trained and well educated about the products we offer.** They are there to help you and are pleased to guide you in making the most informed decisions for your needs. They're not doctors, though, so always check in with your healthcare practitioner.

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