

# Ameri-Start™

Cleansing and detoxification to kick off successful weight management

## AMERI-START

### THE NUMBERS

- ❑ According to a CDC Behavioral Risk Factor Surveillance System report, in 2000, 65.7% of obese people and 45% of overweight people in the U.S. were actively trying to lose weight
- ❑ Recent medical research indicates fewer than 5% of all dieters succeed in losing a significant amount of weight and maintaining that weight loss over a 5-year period
- ❑ The average American diets 3-4 times a year

### STARTING ON THE RIGHT FOOT

Statistics show there are literally millions of overweight and obese Americans, and a sizable percentage of them are actively trying to lose weight. Most try -- and abandon -- 3 or 4 diets each year. Yet even as we seem to diet more, obesity figures continue to rise. Those of us who have been on countless diets in our lifetimes understand quite fully the desire for weight loss success that is dampened by our experience of almost constant failure. Naturally, this results in a large number of under-motivated dieters who set themselves up over and over again for the vicious cycle of diet failure and the associated problems of negative self-esteem and poor body image.

There's no secret formula for diet success, but improving morale and motivation certainly is a step in the right direction. Losing weight quickly at the beginning of a diet plan can offer the spark we need to ignite our motivation to stick to a weight loss program. While many may self-deprecatingly refer to this initial weight loss as mere "water weight," we all know inside that whatever kind of weight it is, losing it makes us feel better, lighter, and healthier.

### STARTING WITH A CLEAN SLATE

Jump-starting your effective weight loss and management program means getting your body ready for the work that lies ahead. Just as athletes prepare their bodies to perform optimally, so must the person who wants to achieve healthy success with a weight loss program. A diuretic cleansing program at the start of such a program helps clear the body of excess toxins and primes the metabolic switches that will get the program started in high gear.

Diuretics are substances that promote elimination of fluids from the body. This not only flushes out toxins that have built up, but also helps start flushing fat from the adipocytes (fat cells).

They cause the kidneys to participate more in detoxification processes, which frees up the liver to focus more on its metabolic regulating activities. Diuretics are thus helpful in invigorating a sluggish metabolism. As the metabolism revs up, all the body systems speed up, more calories are burned in exercise and everyday living activities, and weight loss becomes much more efficient.

### TAKING THE FIRST STEP

The overall diuretic and tonic effects of Ameri-Start make it an ideal product to get your journey to a healthier weight off to a good start. As an important piece of the Reshape America program, the ingredients in Ameri-Start help prepare your body for successful weight management.

Here are the directions for use: Take 1 capsule 3 times per day, with 8 oz. of pure, clean water. You will exhaust your supply in 10 days. Continue with the other Reshape America products. You can only get this product in the Reshape America kit, since you should only take 1 course per month.

Let's take a look at the ingredients:

## **Parsley Seed**

Although it's probably best known as the uneaten garnish on many a restaurant plate, parsley has been used in classical folk medicine for more than 2000 years. Some of parsley's benefits to the body include its function as a diuretic (eliminating excess water) and a carminative (easing flatulence and stimulating digestion). Parsley has also been shown to tone the urinary tract, help with painful menstruation, lower blood pressure, improve asthma, allergies, and bronchitis by drying excess mucous, and provide general detoxification.

Parsley seed is a rich source of vitamin C, calcium, iron, riboflavin, potassium, thiamin, vitamin A, and trace amounts of niacin. It also contains chlorophyll, magnesium, and calcium.

## **Dandelion Root**

Dandelion root is a bitter herb that helps nourish the urinary tract and liver, and has significant diuretic activity. It's a rich source of potassium (which means it doesn't deplete the body of this essential nutrient because of its diuretic effect) and contains vitamins A, B, and C, iron, phosphorus, and sodium. It has been used for centuries to purify the blood and flush toxins from the body. It is anti-inflammatory, mildly laxative, and it stimulates blood circulation.

The unique bitter compounds in dandelion root -- sesquiterpene lactones -- help stimulate digestion. They increase bile produc-

tion in the gall bladder and bile flow from the liver, which helps improve fat metabolism.

## **Corn silk**

The health benefits derived from this part of the ear of corn we usually throw away with the husk are numerous. It eases irritation of the urinary system, acts as a mild diuretic, helps reduce hypertension and blood clotting time, and helps stimulate bile production. It also reduces sediments in the kidneys, and helps with cystitis and prostate problems. Cornsilk's capacity to aid the body in eliminating toxins helps relieve gout and arthritis. It contains iron, silica, potassium, vitamins B, C, and K, zinc, calcium, magnesium, and phosphorus.

## **Uva Ursi (Bearberry)**

Uva ursi has been used for years in folk medicine to relieve nephritis, kidney stones, and chronic cystitis. Due to its high concentration of arbutin (an antiseptic phenolic glycoside), uva ursi neutralizes the acidity of urine, and increases urine flow, which reduces bloating and water retention. It is a good herbal tonic for general urinary tract health.

## **Burdock Root**

One of the foremost cleansing herbs, burdock root has been traditionally used through the centuries as a blood purifier. Its bitter constituents help improve digestion, and its natural sugars help regulate blood sugar metabolism. Burdock root is rich in vitamins B-1, B-6, B-12, and E, as

well as manganese, copper, iron, zinc, and sulfur. It is also a good fiber source, with high amounts of inulin and mucilage.

## **Hydrangea**

A good general tonic and diuretic, hydrangea aids the body in expelling excess fluid and eliminating toxins. It is rich in chromium, which helps maintain proper blood sugar levels and circulatory health. Hydrangea's high silicon content assists in maintaining flexible arteries.

## **Juniper Berry**

Although you may not know it, the same berry that gives the flavor to gin and other alcoholic beverages is also used to flavor sauerkraut in Germany. Juniper berry is a great support for healthy kidney and urinary tract function. It's a good diuretic that does not cause the body to lose important electrolytes. It helps clear uric acid from the body and improves digestion.

## **Lecithin (Phosphatidyl Choline)**

When it comes to the healthy metabolism of fat, the choline in lecithin is a huge ally. It not only preserves cell membrane integrity, but it also facilitates lipotransport -- the movement of fats in and out of cells. Choline actually helps the body burn fat, and as it increases fat metabolism, it helps lower blood cholesterol.

But the essential nutrient choline has another claim to fame. It is referred to as "the memory vitamin." It's an important part of

the neurotransmitter acetylcholine. So, in addition to helping improve fat metabolism, it improves memory and brain function along the way!

### **L-Carnitine HCl**

Synthesized in the liver and kidneys, L-Carnitine HCl is a substance that acts like both a vitamin and an amino acid. Its major function is to facilitate fatty acid transport and help release the energy from fat. Low calorie diets often result in the depletion of L-Carnitine HCl, which reduces the body's effectiveness in utilizing energy from fat. This, of course, impedes any attempt to lose body fat. L-Carnitine HCl also nourishes and strengthens muscles, and supports the circulatory system.

### **A GREAT BEGINNING**

As the ancient proverb says, "A journey of a thousand miles begins with a single step." So it is with your journey toward a healthier weight, and a healthier body and lifestyle. Ameri-Start is that step. It is a proprietary blend of ingredients that cleanse the body of toxins and flush out excess water, getting your body in great shape to begin a weight loss program.

Remember to begin using Ameri-Start in conjunction with the other products in the Reshape America kit. These products are designed to work together to ensure your best possible success. Also, remember to drink lots of clean, pure water while following the

program. Water purified by reverse osmosis is a good bet, and it's available in grocery stores everywhere. The importance of water to your overall success and good health cannot be overestimated. As you begin to release fat from its storage in cells, water helps wash it right out of your body.

### **CAUTIONS**

The cleansing herbs in this formula have some diuretic effect. Do not take for more than 10 days to avoid possible electrolyte imbalance. Do not take if you are presently taking prescription diuretic or blood pressure medication without first consulting your health professional. If you are pregnant or nursing, seek the advice of a health professional before using this product.

These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease, but rather is a dietary supplement intended solely for nutritional support.

### **SOURCES**

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