

Colon Detox™

When it's time to clean house

THE NUMBERS

- ❑ More than 125 million Americans have at least one chronic condition caused by some type of toxic poisoning
- ❑ The water in most American cities contains over 700 chemicals
- ❑ Americans are exposed to some 50,000 chemicals in their lifetimes

THE BAD NEWS IS, IT'S A TOXIC WORLD

Toxins can be defined basically as any substances that create irritating or harmful effects on the body. We are exposed to many of these toxins by the very world we live in, by breathing them, ingesting them, or through any type of physical contact. To make matters worse, our own bodies produce toxins through normal daily functioning: biochemical, cellular, and bodily activities generate substances that need to be eliminated. Free radicals, for example, are biochemical toxins.

The human body is amazingly designed to protect itself from these toxins. . . when it is functioning optimally. However, in today's world, the natural toxins we produce are joined by an increased exposure to radiation

and environmental toxins that are often the by-product of manufacturing and new agricultural techniques. All these are compounded by the stress of daily living and a diet high in processed and refined foods, and low in fiber. In short order, the body is quite simply overloaded. And when these toxins are not removed from the body, they can cause irritation or inflammation of cells and tissues, blocking normal bodily functions.

A wide variety of conditions can result from this build-up. Cancer, cardiovascular disease, arthritis, allergies, obesity, skin problems, headaches, fatigue, body pain, and gastrointestinal problems are just a few.

The body seeks to rid itself of the toxins through neutralizing them, transforming them, and/or eliminating them. The liver and the colon are the primary players in this process.

THE GOOD NEWS, WE HAVE A MIGHTY COLON ON OUR SIDE

The good news is, our bodies have an amazing system in place to absorb what is needed from the food and liquids we take in and then eliminate the waste. All along the route of the gastroin-

testinal tract in the digestive system, wondrous and complex processes take place continually to break food down, absorb nutrients, process harmful elements for disposal, and bundle up what's left as waste. It's an efficient and hardworking system. When it's in optimal condition, it forms a solid foundation for our good health. However, when something interferes with that optimal functioning, a variety of health problems are not far away.

The colon is one of the key players in the digestive system. You can think of it as the last leg in a relay race -- no matter how fast the other runners have been, if the last runner doesn't turn up the speed and bring it home, the race is lost. So it is with the colon. By the time digested food reaches the colon, many metabolic processes have already done their jobs, utilizing the power of major organs like the liver, pancreas, and stomach. It's up to the colon to wrap things up -- to absorb water, bind up toxins, and eliminate waste.

WHAT HAPPENS WHEN THE SYSTEM BREAKS DOWN?

There's an old saying, "Death begins in the colon." While that

sounds a bit dire, the truth of the matter is, what happens in the colon is a sort of "make or break" metabolic process or group of processes. A digestive system not up to par leads to conditions like chronic constipation, diverticular disease (colon herniations), hemorrhoids, irritable bowel syndrome, ulcerative colitis, and Crohn's disease. But doctors have linked a number of other health problems to the colon as well: diabetes, gall stones, kidney stones, gout, hypertension, varicose veins, rheumatoid arthritis, psoriasis, and even obesity.

When toxins -- either those from the outside world or those produced by the body's own metabolic processes -- are not properly eliminated from the body, every system in the body is impacted in some way. These toxins can build up in the nervous system, causing irritability and depression. Allergy-type reactions and increased sensitivity to things like perfumes and cleaning agents can occur. The toxins can cause blotchiness and irritation on our skin. They can leave us feeling weak, fatigued, full of aches and pains, and just not up to par.

But the impact of toxins on the human body can be much more serious. Cancer and cardiovascular disease -- two of the leading causes of death in America today -- are, in many cases, a direct result of exposure to toxins in the body and in the environment. While the human body is designed to deal with average daily exposures to toxins, that ability hinges on the body being able to function optimally -- all systems ready and

working in top condition. As we know, that is rarely the case. Toxicity occurs when we are unable to process and eliminate the toxin load we are exposed to.

DETOXIFICATION: SPRING CLEANING FROM THE INSIDE OUT

Our bodies detoxify us daily. We can help this process along by drinking more purified water, eating more fruits and vegetables, and exercising more. Detoxification is basically the process of clearing the built-up toxins from the body. Because the world today is full of environmental toxins in everything from our air to our food and water, and because high stress and poor diets serve both to make our bodies produce more toxins and decrease our bodies' effectiveness in eliminating toxins, we need help. And we need to focus on the colon as a crucial site for both toxin build-up and elimination.

A good dietary supplement detoxifier will both cleanse our digestive tract and soothe it. Fiber plays a key role in any detoxification regimen. We've all probably heard about the need for more fiber in our diets. Increasing fiber has numerous health benefits, including promoting colon health. While the body itself doesn't digest fiber, the trillions of "friendly" intestinal bacteria or microflora that call our bodies home can use it for fermentation and to produce fatty acids that the cells of the intestine can use as an energy source. Fermentation is kind of the flip side of putrefac-

tion when it comes to food metabolism. It's much healthier than putrefaction -- basically rotting -- which produces many metabolic toxins.

Colon Detox contains not only fiber, but also a tremendous mix of natural ingredients designed to cleanse, soothe, and detoxify the colon. Let's examine some of the ingredients:

Apple pectin

Every year, doctors and researchers find more and more truth in the old adage, "An apple a day keeps the doctor away." Apples can help regulate the digestive system, keeping constipation and diarrhea under control. They can even clean the teeth!

From the point of view of detoxification, apples are rich in pectin, a water-soluble fiber that forms a gel when mixed with water. It helps increase acidity in the digestive tract, which leads to more food being metabolized by fermentation rather than putrefaction, resulting in fewer metabolic toxins being produced. Pectins also help decrease cholesterol and fat absorption by binding with bile acids in the intestine. Apple pectin can help the body eliminate lead, mercury, and other heavy metals. Japanese research is even showing a link between apple pectin and a decrease in the chances of developing colon cancer.

Montmorillonite clay

It's been used for centuries by healers and medical practitioners

for its capacity to help increase stamina and energy, and improve overall health and longevity. According to satellite reconnaissance, there are only five deposits of it in the world: the Himalayas, the Urals, Caucasus (Russia), Andes, and Wasatch in Utah. It's called Montmorillonite clay, and it appears to have beneficial health impacts on a number of body systems. Montmorillonite clay contains more than 60 essential and trace minerals in their natural colloidal form. This means they are easily taken up and used by the body. These minerals enhance enzyme production in the body.

Montmorillonite clay has a really useful chemical characteristic: it's adsorbent (as opposed to absorbent). This means its molecules adhere to other molecules -- in a sense, collect them -- so they can be carried off and eliminated. This is one of the reasons adsorptive surfaces help prevent allergic reactions. They capture allergens before they have a chance to interact with body cells. You can think of adsorbents as a kind of biological Velcro™. This means Montmorillonite clay grabs up many toxins like heavy metals and other impurities, and keeps them from being absorbed by the body.

Slippery Elm inner bark

A popular herbal ingredient in natural throat and cough lozenges, Slippery Elm helps soothe the mucous membranes of the entire digestive tract. The inner bark is the part of the plant that is used for health purposes. It contains mucilage (a polysaccharide, or long chain of sugars) that makes a

slippery substance when combined with water. It was used by 19th century midwives as a lubricant and to facilitate labor. It is rich in nutrients and easy to digest. George Washington and his troops lived on Slippery Elm gruel for several days during the bitter winter at Valley Forge.

Slippery Elm inner bark helps draw out impurities and toxins from the body, and it soothes the irritated tissues of the entire gastrointestinal tract.

Marshmallow root

A native of most European countries, and also found in the western U.S., marshmallow has been used for thousands of years for both food and healing. Like Slippery Elm inner bark, marshmallow root has a high mucilage content, making it helpful in soothing irritated mucous membranes.

Fennel seed

The seeds of the fennel plant are well known to most cooks as a flavorful addition to many dishes, from meats to soups. This common herb is often used to promote good digestion. It is known as a carminative, which means it helps relieve intestinal gas and cramps. One of fennel's major constituents -- terpenoid anethole -- seems to inhibit spasms in smooth muscles, such as are found in the digestive tract. This may be what lends itself to fennel's carminative reputation.

Activated willow charcoal

Medical practitioners have known about the beneficial characteristics of activated charcoal for centuries, using it for everything from seasickness to a poison antidote. Today, it is the standard treatment in emergency rooms for acute poisoning. In modern times, its use has also been expanded to include household tasks like deodorizing and purifying. Like Montmorillonite clay, activated charcoal is highly adsorbent -- it can attract thousands of substances to its own surface and hold them there. In fact, one teaspoonful has a surface area of more than 10,000 square feet! That creates a lot of area for harmful substances to adhere to.

What that means in terms of colon detoxification is that activated charcoal can adsorb thousands of times its own weight in harmful, toxic chemicals like heavy metals and poisons, effectively rendering them harmless because they won't be absorbed into the body. Other helpful effects of activated charcoal include shortening the time it takes toxins to leave the body and lessening the detoxification workload on the liver. It has also been shown to adsorb many of the toxins produced by candida albicans, one of the most prevalent yeast infections in humans. It seems to suppress the growth of intestinal-based yeasts in general.

Psyllium seeds and husks

Psyllium is primarily a bulk-forming laxative high in fiber and mucilage. This soluble fiber

comes from a shrub-like herb called plantain that grows worldwide. The laxative properties of psyllium are due to the swelling of the husk when it comes in contact with water. The seed husks can absorb 7-15 times their weight in water. In fact, the ground-up seeds are one of the highest sources of dietary fiber to be found in any food.

Psyllium also provides intestinal bulk that absorbs toxins and bacteria, which is one of the ways in which it helps in a detoxification regimen. Additionally, psyllium works as a detoxifier because it helps speed food processing through the intestines, limiting the amount of time toxic waste is in contact with the colon walls.

BRINGING IT ALL TOGETHER

The human body in top shape has natural and powerful detoxifying capabilities. It is able to ingest and process and eliminate many toxins both from the environment and those produced by the body's own metabolic processes.

Keeping the digestive tract, the colon in particular, functioning smoothly and efficiently goes a long way toward keeping the body healthy and toxin-free. A regular schedule of colon cleansing and detoxification is a powerful step toward overall good health. It's a good idea to do an intestinal cleanse 2-4 times a year. Most of us bathe the outside of our bodies daily or every other day. The inside needs to be cleaned as well (although not as often).

CAUTIONS

Clay and charcoal can be a little constipating, so it is really important to make sure your bowels are activated before beginning detoxification. Many people think colon detoxification means you'll be spending the day in the bathroom with diarrhea, when actually the opposite is more likely to occur. Colon Activator should be utilized to gain proper bowel activity (one bowel movement today for each meal consumed yesterday) before starting Colon Detox. And remember - Colon Detox cleans everything out, so after the detox is finished, it's important to immediately begin taking a good probiotic supplement (like Allipro) to properly replenish the gastrointestinal microflora.

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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