

H₂Clear™

Liver and Blood Cleansing

THE NUMBERS

- ❑ The water in most American cities contains over 700 chemicals
- ❑ Americans are exposed to around 50,000 chemicals in their lifetimes
- ❑ Each year more than 25 million Americans are affected by liver and gallbladder diseases and more than 25,000 die of cirrhosis
- ❑ The American Liver Foundation estimates that some 20 million Americans -- about 10% of the population -- have gallstones, and more than 500,000 of them will have gallbladder surgery this year just because of the stones
- ❑ Hepatitis B is one of the world's most serious and widespread chronic diseases. 2 billion people have been infected with the hepatitis B virus worldwide, and over 350 million have chronic (lifelong) infections

IT'S NO GAME SHOW

Things that make you sneeze. Things that cause a rash. Things that lead to lung cancer years after exposure. This may sound like part of a TV game show, but it is certainly no game. We're talking about toxins -- substances that create irritating and harmful effects on the body, keeping it from its optimal functioning. They're substances that seem to be unavoidable in today's world where polluted air and water are more the norm than the exception, and over-processed, unnaturally preserved foods fill grocery carts throughout the day.

In America today, toxicity diseases,

such as cancer, cardiovascular disease, arthritis, even allergies and obesity, are on the rise. Cancer and cardiovascular disease are the leading causes of death for Americans in the 21st century so far. It makes sense that reducing our exposure to toxins and increasing our bodies' natural capacity for disposing of toxins can help improve our chances for living in health.

WHERE TO FIND REFUGE IN A TOXIC WORLD?

We are almost constantly exposed to toxins of one type or another just from our experience of daily living. External exposure comes from factors in the environment, those irritating, poisonous, debilitating substances that we breathe, ingest, or even touch. Many times, we aren't even aware of our exposure. Internal exposure to toxins can arise from our metabolic processes. Cellular function, digestion, and even thinking, for instance, create toxic by-products like free radicals. Additionally, microbes that exist by the millions in all our bodies - things like intestinal bacteria and yeasts, as well as parasites in the blood, liver, and digestive tract - all produce internal metabolic toxic waste. Where do we turn for protection?

Fortunately, our bodies are amazingly designed to cope with this toxic exposure by eliminating a great deal of the toxic substances that daily flood our systems. In fact, most

body systems play a critical role in daily detoxification - the respiratory, gastrointestinal, urinary, skin, and lymphatic systems are all key players. They "take care of" toxins by neutralizing, eliminating, or transforming them into something less toxic. It's a fine balance that keeps our bodies in top form, and it can easily shift off its optimal form. This is where "toxicity" occurs - when our bodies are no longer able to deal with the toxic load under their own steam. And this is where we need to call in the reserves. Sometimes it seems the only place of safety in a toxic world is right in the middle of a detox!

WHAT'S HERBS GOT TO DO, GOT TO DO WITH IT?

Common signs of body toxicity include such commonplace things as headache, fatigue, mucous problems, aches and pains, digestive problems, rashes, nervousness, bad breath, mood disorders, and even increased sensitivity to perfume and fabrics. If these "symptoms" sound familiar, you're thinking along the right lines. There are few people living in our world today who couldn't benefit from some type of detoxification program. Just about everyone has some, and most have a significant level of toxicity in their bodies.

All body systems suffer from this imbalance, but because it is one of the body's bigger detoxification systems, the circulatory system - namely the blood - is one very likely to suf-

fer the ill effects of a toxic overload. Drinking plenty of clean, purified water is a great starting point, but it certainly is not enough on its own to fully detoxify the blood. Herbal detoxification supplements featuring natural ingredients specifically targeted to cleanse, rebuild, and fortify the blood not only clear out the accumulated "junk," they also help shore the body up to better fight the toxic onslaught that shows no signs of abatement.

A CLEAN LIVER DOES A BODY GOOD

Despite what seems to be an insurmountable number of toxic and parasitic invaders lurking in us and around us, just waiting to gain a stronghold, we do have an incredibly potent line of defense: our own bodies, in particular the liver which is the main organ for detoxification.

An amazing organ -- the only one the human body can regenerate if part of it is damaged -- the liver weighs about four pounds and plays a crucial role in many body processes. It metabolizes carbohydrates and stores them as glycogen, a quick energy reservoir. The liver regulates lipid and protein metabolism, manufacturing and controlling levels of proteins, hormones, immune factors and lipids like cholesterol. It manufactures bile, which is essential to break down fats for proper digestion and utilization by the body.

But the liver also serves another essential and lifesaving role: it filters the blood, removing toxins and impurities for elimination. When protein is digested and bacteria ferment food in the intestines, ammonia is produced. The liver detoxifies the ammonia. It also helps rid the body of environmental toxins like insecticide residues and other harmful chemicals (such as synthetic drugs) by mixing them with less harmful

substances so they can be more safely eliminated through the intestinal tract and the kidneys.

However, despite its role (or perhaps because of it) as a detoxifier, it is important to periodically detoxify the liver itself, to flush out, in essence, the junk the liver has stripped from the rest of the body. It is also important to help the liver deal with damage that it sustains from toxins it is working to neutralize -- including alcohol which inflames and scars the liver -- along with infective organisms such as parasites and hepatitis viruses.

To regain optimal liver function, it's necessary to remove excess fat from the liver, eliminate the toxic wastes collected there, dissolve and flush out biliary stones, get the bile moving freely again, eliminate pathogenic organisms, reduce inflammation, and promote healing and regeneration of liver tissue. An herbal detox program with the right components can get all this done effectively.

H₂CLEAR TO THE RESCUE

Healing America's H₂Clear, (Hepato-Hemo) Clear, combines the most potent natural herbs for liver and blood cleansing known into a single, convenient capsule form. H₂Clear also adds other potent detoxifiers, chelating agents and supporters of liver health. Let's examine these ingredients in more detail:

Milk Thistle Seed

The ads on TV report that milk "does a body good." The same could be said about milk thistle seed in relationship to the liver. This unique herb contains silymarin, a compound that nourishes the liver like no other herb available. Milk thistle increases the secretion and flow of bile from

the liver and gallbladder, protects liver cells from chemical damage, and helps rejuvenate damaged cells and tissues, particularly those damaged by alcohol use and abuse.

Burdock Root

Not only does it detoxify the blood and lymphatic systems, burdock root can also help build blood back up when it's low on hemoglobin -- and it doesn't have the nausea side effect that many blood cleansers do. It is a powerful tool in the battle against toxins. During the Industrial Revolution, burdock was used to help people cope with increasing environmental pollution.

A member of the thistle family, burdock is a close relative to echinacea, dandelion, and feverfew, and as such, has a similar effect in strengthening the immune system and helping the body to firm up its natural defenses. Studies from Japan have found a new type of desmutagen in burdock root -- it's a substance that appears to reduce cell mutation and thus may play a role in cancer prevention. Burdock root is rich in the B vitamins, Vitamin E, and the trace minerals potassium, phosphorus, chromium, cobalt, iron, magnesium, silicon, zinc, and sodium.

Yellow Dock Root (Rumex crispus)

With its impressive list of chemical constituents that include anthraquinone glycosides, tannins, iron, phosphorus, vitamins A & C, and calcium, yellow dock root is well positioned as an excellent blood purifier. As it helps improve bladder and liver function, as well as that of the kidneys, lymph glands, and intestines, it boosts the body's own natural cleansing processes. Yellow dock root actually helps the body rid itself of many pollutants and toxins, including heavy metals like lead and arsenic.

Oregon Grape Root

Although it has bright blue berries that might remind you of grapes, Oregon Grape Root isn't actually a grape-producing plant. But it is a plant that packs a big detoxifying punch. Similar to goldenseal in containing the alkaloids berberine and hydrastine, Oregon grape root was used for centuries as a powerful antibiotic to treat infections. Today it is used as a nutritional aid for the digestive and circulatory systems, as well as to help reduce the effects of blood poisoning, gout, and rheumatism. It enhances liver function by stimulating bile flow in the liver and gall bladder.

Recently, Oregon grape root has shown some promise in the fight against cancer, particularly as an anti-tumor agent for colon cancer. One study has shown it to be an effective stimulator of the white blood cells called macrophages.

Goldenseal Root

The Cherokee used it to treat ulcers and arrow wounds, and today, the immune-nourishing capacity of goldenseal is well recognized throughout the health care community. In addition to the calcium, iron, manganese, vitamins A, C, E, and B-complex, one of Goldenseal's nutritional claims to fame is its pair of alkaloids hydrastine and berberine, potent natural antibiotics and inflammation fighters. They have also shown promise in fighting cancer.

Goldenseal cleanses the body, increases insulin effectiveness, and promotes healthy function of major body organs, including the colon, liver, pancreas, and spleen. Goldenseal is really a jack-of-all-trades when it comes to health: it has been used variously as a laxative, general tonic, diuretic, antiseptic,

antibacterial agent, astringent, and even insect repellent. It is used in many combination supplement formulas to enhance the potency of other herbs.

Black Walnut Hull

If you've ever had a walnut tree in your yard, you know that when the walnuts fall from the tree, they don't look much like the walnuts you buy in the store. They're covered with a tough green hull that needs to be removed just to get to the shell. You'll also know how messy those hulls can be -- they turn your fingers brown as you remove them, and they do the same to the driveway and sidewalk if not removed. Well, that brown stain in the green husk contains organic iodine, which has anti-septic and healing properties. The extract of black walnut hull kills parasites directly and also by improving oxygenation of the blood. It helps balance sugar levels and promotes metabolism of toxins and fatty materials. This green hull also contains substances like tannins that act as a "vermifuge" -- something that helps expel and control worms.

Picrorhiza kurroa

Used for thousands of years by people in India to treat digestive ailments, picrorhiza has been found in numerous modern studies to offer significant antioxidant protection in the liver. It stimulates bile production, which helps with the digestion and metabolism of fats. Picrorhiza also helps prevent the liver toxicity and biochemical changes that are caused by toxic agents like carbon tetrachloride.

Dandelion Root

Dandelion root is a bitter herb that helps nourish the urinary tract and liver. It's a rich source of potassium (which means it doesn't deplete the

body of this essential nutrient through its diuretic effect) and contains vitamins A, B, and C, iron, phosphorous, and sodium. It has been used for centuries to purify the blood and flush toxins from the body. It's anti-inflammatory, a mild laxative, and it stimulates circulation.

The unique bitter compounds in dandelion root -- sesquiterpene lactones -- stimulate better digestion. They increase production and flow of bile from the liver, which improves breakdown of dietary fats.

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 -- inhibits spasms in smooth muscles, such as are found in the digestive tract. It also helps clear obstructions of the liver, spleen, and gallbladder.

Malic Acid

Malic acid is the main fruit acid found in apples. It is also an intermediary in the Krebs Cycle, the chemical pathway that produces energy in our bodies at the cellular level. Malic acid has been used for increased energy. It is also an aluminum detoxifier. Since it is felt to help soften and promote passage of biliary stones, malic acid (either from apple juice or as an individual supplement) is often included in naturopathic "liver flush" protocols.

EDTA

EDTA is the substance most commonly used for chelation, the binding of toxic heavy metals for elimination

from the body. It is primarily given intravenously for this purpose, but it has about 10% absorption when taken by mouth and can be helpful for mild chelation when taken by this route.

Wormwood

As its name suggests, wormwood has long been used as an anti-helminthic to expel intestinal worms. It does this primarily by utilizing its natural anesthetic properties to anesthetize the worms and cause them to release their grip on the intestines so they can be flushed out of the body. One of the bitterest herbs -- its Latin/scientific name "absinthium" means "bitter" -- wormwood has been used for various bodily ailments for more than 3,600 years. It has also been used as a tonic to stimulate the liver and gallbladder.

Artichoke Leaf

Artichokes contain an important substance -- caffeoylquinic acid -- that stimulates bile production in the liver which, in turn, assists digestion and lipid metabolism. Artichoke leaf also limits the liver's release of LDL ("bad") cholesterol.

Red Clover

Remember the chant from the children's game, "Red Rover, Red Rover, send Suzy right over"? Well, we could alter it slightly -- "Red Clover, Red Clover, send detox right over" -- and we'd start to get the picture of the important role the blossoms of this common plant play in cleansing our blood. Used for centuries as a general cleansing herbal tonic, red clover is particularly effective as a blood cleanser.

Important components include the isoflavones genistein and daidzein, the essential oil methyl salicylate, phenolic glycosides, tocopherol, vita-

mins A, C, and B-complex, calcium, chromium, iron, and magnesium. In fact, red clover's isoflavones may actually help prevent tumor growth. Studies by the National Cancer Institute have identified potential anti-cancer properties in red clover.

Additionally, red clover has expectorant (making your coughs more productive to help get rid of excess phlegm and mucous) and anti-spasmodic (reducing excess coughing) properties. The coumesterol in red clover acts similarly to the hormone estrogen, which means the use of red clover can help minimize the unpleasant side effects of menopause -- like hot flashes and osteoporosis.

Gentian

As its common name -- bitterroot - implies, gentian contains some of the most bitter substances known: primarily gentiopicroin (which stimulates bile production and helps protect the liver) and amarogentin. Bitter plants such as gentian have been used for centuries as digestive aids. The gentiopicroin in gentian stimulates secretion of saliva in the mouth and hydrochloric acid in the stomach to aid in digestion. Gentian helps purify the blood and aids in combating health problems ranging from gastritis to colds and gout.

Chlorophyll

Responsible for the green color of leaves, Chlorophyll is a particularly potent natural detoxifier. It helps with elimination of both chemical and heavy metal toxins.

Poke Root

In addition to cleansing the lymph system, poke root has been shown to help fight cancer. It also regulates the liver and bowels and cleanses the blood. Primary chemical constituents include triterpenoid saponins, alka-

loids, phytolaccic acid, formic acid, lectins, tannin, antiviral protein, and fatty oil.

Periwinkle (Vinca minor) Flower

Its Latin name comes from the word meaning, "to overcome," and periwinkle - or Vinca minor - has been used for centuries to treat a variety of disorders including headaches, vertigo, and even bleeding gums. Among periwinkle's active compounds are some 70 alkaloids, the most significant of which is vincamine with vasodilating, blood-thinning, and memory-enhancing actions. It improves blood supply to the brain, and the extract vincocetine is used in some 35 countries around the world in the treatment of stroke and vascular dementia, such as Alzheimer's disease.

Mistletoe

Both the American and European varieties of mistletoe have been used for different health and nutritional applications, but it is the European variety that is most commonly used in nutritional supplements today to strengthen the nervous system and improve circulation, among other things.

The name of this amazing plant is said to come from the Celtic word for "all heal," referring to its use for a wide variety of problems from nervous complaints to tumors. Mistletoe's anti-tumor properties are perhaps most well known outside the U.S. A mistletoe extract called Iscador is widely used throughout Europe as a cancer treatment. Its active compounds include viscotoxins, which stimulate immune function.

Alpha Lipoic Acid

Alpha lipoic acid is a universal

antioxidant, scavenging free radicals from the body. This workhorse can be found in the mitochondria of our cells. Think back to your high school biology class, and you might recall that mitochondria are sort of the "powerhouses" of our cells. That's where energy production takes place. Alpha Lipoic Acid works there to help break down sugars for the cells to use as energy. It even helps regenerate Vitamins E and C, and it promotes liver health.

As an antioxidant, alpha lipoic acid shields the liver from potentially harmful cell changes and assists it in flushing toxins from the body. Alpha lipoic acid supplements have also proved effective in minimizing liver toxicity following exposure to poisons such as heavy metals (including lead) and toxic industrial chemicals such as carbon tetrachloride.

Chaparral Leaf

Long known as a blood purifier, Chaparral has been used in traditional Native American medicine to help ease cramping and joint pains as well as allergic problems. Chaparral has potent anti-inflammatory qualities and is rich in antioxidant flavonoids.

Sheep Sorrel

Used historically as an antiseptic, diuretic, hepatic, astringent, and laxative, sheep sorrel has also been an effective vermifuge, expelling intestinal worms. Its primary chemical constituents include anthraquinones, oxalic acid, tartaric acid, beta carotene, vitamin C, and tannins. As a detoxifier, sheep sorrel is high in antioxidants (which protect cells against free radical damage caused by external and internal toxins). It has also shown some anti-cancer activity.

Cayenne

The potent cayenne pepper has been used for centuries to help ease stomach pains, cramping, and gas, as well as to treat circulatory system problems. African Bird Pepper has a pungent, hot taste, and works well as a stimulant and anti-inflammatory agent. It stimulates gastric secretions and improves metabolic rates.

Bloodroot

Both the common name and the Latin name - *sanguinaria* - refer to the strong red color in the root, used for generations by Native Americans as a body paint and fabric dye. In the nutrition and health arena, bloodroot has been used variously as an emetic, cathartic, and expectorant. One of its primary active compounds, the alkaloid sanguinarine, has shown antiseptic, anesthetic, and anti-cancer potential.

BUILDING A FIRM FOUNDATION

In our ongoing battle against 21st century toxins, we should always keep in mind that our most powerful weapon in the detox war is right in our own bodies -- the liver. To maintain its optimal functioning as a detoxifier, it is critical to keep it detoxified as well. Starting with a clean liver will help to better clean up everything else. Cleansing the blood as well should be part of a regular total body detox program for everyone. H₂Clear makes liver and blood cleansing smooth, easy, healthful and efficient.

CAUTIONS

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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