

WHY CLEANSE?

A comprehensive scientific study done in 2012 showed that 24 hour fasting boosted Human Growth Hormone (HGH) levels by 1300% in women and 2000% in men during the first day, and on the second day it increased SIGNIFICANTLY higher. However, on the third and subsequent days it plummets down.

What is Human Growth Hormone?

Human Growth Hormone (HGH) is the hormone that regulates growth and repair. The natural production of this hormone decreases progressively with age, which makes it our anti-ageing hormone and one in which we want to naturally increase as much as possible. HGH is the hormone responsible for building muscle, burning fat and strengthening the bones. HGH works in balance like a see-saw with Cortisol hormone.

What is Cortisol?

Cortisol hormone is our STRESS hormone which acts in opposition to HGH, and is responsible for burning muscle, storing fat (especially around the midsection), and thinning the bones. Therefore it is CRUCIAL that we manage our cortisol hormone, by minimizing the stress in our life and taking supportive herbs, botanicals and nutrients that help keep these levels balanced.

How Does Nutritional Cleansing Help?

Our Nutritional Cleansing Program is designed to promote the natural release of HGH (as well as other important hormones such as DHEA etc) and reduce levels of cortisol.

What's happening in our bodies on a cleanse day?

After not eating for 4 hours the liver naturally goes into detox mode. At about 6 to 8 hours you've burnt off all your sugars for fuel and you go into fat burning mode, which is where the majority of our toxins are stored, the fatty tissue!

Fat burning maximizes at about 24 to 48 hours, depending on the individual. So when we go into a second cleanse day the whole of day 2 is all fat burning (releasing toxic stores) and is where the real magic happens if you want to really maximise your results.

Why Only Cleanse for Two Days?

In nature our bodies are designed to hunt for food, so in the first two days of fasting our HGH goes up to protect our body and our muscle stores, and to give us the strength to go out into the wild and kill a beast. However, if we haven't brought home a meal within two days our body naturally goes into starvation mode, which sends cortisol levels skyrocketing up and HGH levels down.

Cortisol is our "starvation" hormone. We are now in survival mode, and the "fight or flight" stress response kicks in. Cortisol stores fat so that we have some reserves during starvation, burns muscle for a source of protein, and takes minerals from the bones as its nutritional supply.

Therefore, it is CRUCIAL that we only cleanse for no more than 2 days maximum, or we will start burning up our muscles for fuel and storing fat for preservation.

How Does our Supported Fast Help?

When we are fasting, at about 6 to 8 hours those 167 toxins that are stored in our fat get released into the blood stream. They go down to the liver to be processed, and normally the liver under burden wouldn't be able to effectively process them, and just sends them back up to the fat to be reabsorbed.

However, on our 30 Day Program when you are fasting and the toxins are sent to the liver, the cleansing super juice provides powerful herbs, botanicals and nutrients that support the Phase 2 Liver Detoxification Pathway. This allows the liver to send the toxins down to the colon and be supported effectively through elimination.

Why Do We 'Nutritionally' Cleanse

The main reason we nutritionally cleanse is to support the body through the process of fat burning and toxin-removing fasting. When the body is supported nutritionally it can perform the functions necessary to effectively remove toxicity from the body.