

THE TRUTH ABOUT CLEANSING

Cleansing is unnecessary because the body is designed with organs like the liver to rid itself of toxins.

Due to unhealthy lifestyles and an increased exposure to environmental toxins from modern-day living our bodies cannot keep up with its own cleansing. Your liver plays a huge role in filtering out toxins and metabolizing fat. The overloaded liver will first filter toxins to ensure that they do not find their way into your brain or heart where they might harm you! Rather than eliminating fat, it deposits it directly into your body. Kidneys, bowels, skin, blood, and gallbladder have to make similar decisions daily. If you never cleanse, clogged organs will continually deposit dietary fat into your body rather than flushing it through. Over time, stored toxins will re-circulate contributing to those daily symptoms we consider "normal" and learn to deal with. Over the longer term they contribute to chronic disease.

Lean or healthy people who eat well and exercise regularly do not need to cleanse.

Research reveals that it doesn't matter where you live, how old you are, how clean living you are or if you eat organic food, or if you get a lot of exercise. We all carry inside of us hundreds of different pollutants and these things are accumulating inside our bodies every day. In lean individuals these toxins go directly to the organs like the liver and kidneys, causing them to become overworked and weak. Over time the toxins may manifest themselves in some form of disease.

Cleansing is not safe for people with health challenges or for those who are on medications.

The effect of endogenous toxins on aging, disease and obesity is well documented. Without addressing the removal of toxins that contribute to our health challenges we cannot achieve total wellness. Cleansing programs are not all created equal. The Isagenix cleanse is an adaptable system that can be introduced very gradually and incorporates as much food as needed while replenishing the body with high quality nutrition. This is a food system with ingredients that do not interfere with medications. People are recommended to stay on their medications while having their condition monitored for many have been able to reduce the amount of medication needed once the body is better nourished and balanced.

Cleansing is the same thing as fasting.

Fasting does not incorporate food, starving the body of both calories and essential nutrients. Fasting is unhealthy and potentially dangerous, leading to muscle depletion and other serious health problems, typically having less than 10% long-term success. The Isagenix Cleanse is not a fast, liquid protein or starvation diet. It is designed to supply the body with balanced nutrients ... NOT STARVE IT!

While cleansing you experience low energy, physical discomfort and frequent trips to the bathroom.

To the contrary, while following the Isagenix Cleansing System most are surprised by their increased energy and how great they feel. Low energy, physical discomfort and frequent bathroom trips are the result of cleanses that contain aggressive cleansing ingredients, do not replenish the body, and lack adaptability to individual needs.

Cleansing can deplete the body of essential nutrients.

Many cleansing programs focus on eliminating toxins from the body without properly replenishing it in the process. As a result not only are toxins removed, but the body also becomes depleted of essential nutrients. The Isagenix Cleansing & Fat Burning System does not sacrifice important nutrients like protein, enzymes, vitamins and minerals. As a result, you feel better than ever as you revitalize your body with 242 nutrients. It is this combination of detoxifying while re-nourishing that makes this system so uniquely and powerfully effective over other approaches.

Fat is an organ with one of its many functions being to store toxins thereby protecting other vital organs.

Several studies, like the ongoing study by the US EPA since 1976, and the 2006 Canadian study by Environmental Defence Canada reveal that harmful toxins are stored in everyone's fat cells. Fat cells actually enrobe heavy metals and chemicals to keep them away from your vital organs. This contributes to the most stubborn fat stores that are nearly impossible to remove without cleansing. When fat loss is attempted through standard approaches to diet and exercise without cleansing not only is it more challenging to lose the fat, but the circulation of stored toxins poses an increased health risk.

Losing more than 2lbs of weight per week is unhealthy, producing muscle loss and rebound weight gain.

Muscle atrophy occurs as a result of insufficient calories, nutrients and/or lack of exercise. The Isagenix technology is designed specifically to help retain and protect lean muscle through a process called Ketosis. Ketosis utilizes the fat stored in your body for fuel, helping to maintain lean muscle mass. Protein helps burn fat in the body. With the Isagenix system, your body is not only fed healthy levels of low lactose whey protein with each serving, but it is also provided with naturally occurring amino acids to help build and protect lean muscle. Some participants following the cleanse have even experienced an increase in muscle mass with minimal exercise.

An imbalance in brain chemistry is linked to low motivation and making poor lifestyle choices.

An increasing amount of research shows brain chemistry affects motivation and lifestyle behaviours. The good news is that this is most easily addressed through nutrition. As explained in *"The Mars and Venus Diet and Exercise Solution,"* by Dr. John Gray, by cleansing the body and providing the exact nutrients it needs to create balanced brain chemistry and hormonal balance the physiological basis of motivation, cravings and addictions are addressed. People are surprised to find themselves with much greater control over their cravings and addictions while feeling more motivated.