



PROGRAM GUIDE

**28**  
**cleanse**

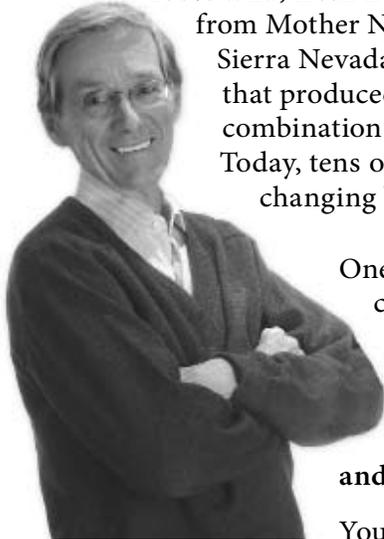
NATURAL HERBAL CLEANSING

**Your Guide for the 28 Day Cleanse Program**



I'd like to share a short, but meaningful story with you.....

In 1985, a friend and I decided to go on a 3-month 'wild salad expedition' throughout the regions of the Western U.S. The purpose was to live in the mountains and eat only 100% wild, fresh herbs and to see if we could exist on this diet provided directly from Mother Nature. By some rare coincidence in a certain meadow in the Sierra Nevada Mountains, we came upon a particular combination of herbs that produced unusual and extraordinary effects upon our bodies. This combination of herbs became the heart of the Arise & Shine Cleanse Program. Today, tens of thousands of people all over the world have enjoyed the life changing benefits that were the result of that experience.



One of the unique features of this cleanse, in comparison to other cleanses, is that it is a complete intestinal cleanse, not just a colon cleanse. While on The Cleanse, you will clean your entire alimentary canal, from the tongue, the stomach, all the way down through the colon. Cleanse 28 is unlike any other... **it is very powerful, and adequate preparation is beneficial and recommended.**

Your digestive system is the hub of your entire body. Every cell, gland, tissue and organ depend upon it. As my friend Dr. Bernard Jensen has said, "Every tissue is fed by the blood, which is supplied by the bowel. When the bowel is dirty, the blood is dirty, and so on to the organs and tissues...it is the bowel that invariably has to be cared for first, before any effective healing can take place."

Once we begin to cleanse the intestines, the entire body begins to release toxic accumulation. With the Arise & Shine Cleanse Program, you will not only rid your body of toxic waste, but you may also release built up negative feelings and emotions. Many people have told us that they experience a profound sense of well-being...a healthy body and a significantly healthier and happier mind.

It gives me great personal joy to know that this simple, spontaneous and personal event has resulted in such extraordinary benefits for so many and has given me the motivation to continue to reach for new and ever better solutions for improved health.

You are about to begin a journey that will change your life. Congratulations on taking this very important step towards improved health. I applaud your willingness to take responsibility for your own health and well-being. In my heart I will be cheering you on and hoping that you will receive the transformations you desire.

Wishing you well,

Rich Anderson



## The Cleanse 28<sup>SM</sup> Program Guide

<b>WHY SHOULD I CLEANSE?</b>	2
What Is Mucoïd Plaquet?	3
pH Testing	3
Electrolytes	3
<b>CLEANSE PRODUCTS</b>	4
Cleanse Products	4
Making the Shake	4
<b>DAILY NUTRITION</b>	5
Recommended Supplements	5
<b>THE CLEANSE 28 PROCESS</b>	6
How to Cleanse	6
Preparation	6
Tips While Cleansing	6
The 4 Cleansing Phases	7
28-day Internal Cleanse Schedule	7
Fine-Tuning Herb Sets	7
<b>POST-CLEANSE</b>	8
The Transition	8
<b>PROBLEMS &amp; SOLUTIONS</b>	9
<b>THE FOODS TO EAT</b>	10
Do's and Don'ts	10
Simplify and Prepare	10
Soaking and Sprouting Seeds	10
The Best, The Worst	11
<b>RECIPE IDEAS</b>	12
<b>THE SCHEDULE TO KEEP</b>	Inside Back
(Your Easy Reference)	

# Why Should I Cleanse?

*“ Before The Cleanse, I was tired, bloated, stiff in the joints, and FAT! Now I have more energy, am sleeping better, and no longer crave junk foods. I am a true believer and recommend your program to all my friends.”*

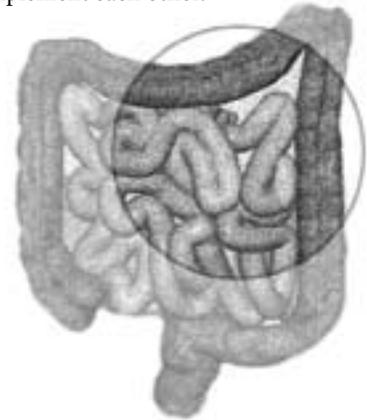
P.F.  
ROWLAND  
HEIGHTS, CA

SURVIVAL of every animal, bird, fish, plant and bacteria depends entirely upon its environment. Change the environment and the nature of the species changes with it. The same is true within our bodies; germs can only thrive in a susceptible host. Pathological bacteria or germs cannot overcome a strong, clean, healthy and active human body. In short, pathogens only survive in a distressed and unclean environment.

- Disease is generally not acquired; it is frequently created by, and often the result of, an unnatural lifestyle, an internal development which can lead to millions of people suffering needlessly. If we allow our bodies to become acidic, polluted and congested, we run the risk of weakening our glands and organs and then they can't function at peak capacity.
- It is reasonable to maintain that if you rid your body of toxins, good health can be obtained and sustained.
- All cells are dependant upon a well-functioning digestive system. When digestion is off, even good food can become toxic. Continuation of this problem can cause our bodies to weaken and become more prone to deficiencies and disease.
- A compromised digestive system can result in mucus accumulation along the intestinal wall, in the stomach and in the colon and is otherwise known as 'mucooid plaque'.
- As this plaque coagulates, it retains various substances such as drugs, heavy metals, yeast, pathogenic bacteria, parasites and more, all of which combine to interfere with normal bowel function, nutrient assimilation and regular elimination.
- When you improve your diet and strive for maximum health, the first and most important step is to remove this 'mucooid plaque'. As this occurs, you have made the most important step towards improving bowel function and restoring good health.

Cleansing is a process of removing toxins and debris from the inside. This can be done in various ways, but the most effective has been shown to be cleansing of the entire digestive tract, not just specific organs like the colon or liver, or the blood. Dr. Bernard Jensen taught us that the digestive system is the 'hub' of our entire body, and if it is polluted- every component of our body can become polluted: tissues, organs, blood, all the way into the cells.

The Cleanse has been designed to assist in and encourage the removal of built-up internal toxins and to help you move toward a state of bettered health. Our 28-Day Cleanse Program consists of daily cleansing shakes, two specialized herbal formulas and beneficial bacteria, all designed to complement each other.



For over 20 years, The Cleanse has been recognized as the industry standard! Join the tens of thousands of people who have already experienced the life changing benefits of this program.

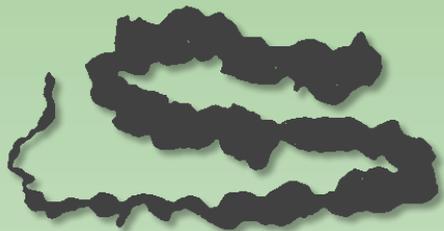
It is common to experience many benefits from cleansing, such as: \*\*

- Significantly increased energy and vitality
- More efficient digestion
- Greater stamina
- Increased clarity of mind
- Over-all feeling of improved health
- More radiant complexion and fewer blemishes
- Deeper meditations

\*\*Results will vary widely from person to person.

## What is Mucoïd Plaque?

Mucoïd plaque can be described as a gel-like, viscous and slimy mucus that forms as a layer or layers covering the inner lining of various hollow organs, especially the organs of the alimentary canal. It appears to develop in the presence of acids, where that mucus is secreted and coagulates.



As it continues to develop from unhealthy eating and lifestyle habits, mucoïd plaque can harbor toxins and interfere with nutrient absorption, in a sense robbing your body of the vital components it needs to function. The Cleanse has been specifically formulated for, and is effective in, assisting your body in removing 'mucoïd plaque'.

### Plaque Facts:

- In most people, mucoïd plaque is 1/64th to 1/4th inch thick, but occasionally may be more than 1 inch thick.
- Not everyone has mucoïd plaque, but over 95% of people who have cleansed have removed at least some mucoïd plaque.
- Some who have a high intake of table salt have trouble removing the plaque.
- Mucoïd plaque can be a variety of colors: white, yellow, gray, greenish, tan, light or dark brown, black, and even blackish green.
- Mucoïd plaque can range from stiff and hard to soft and more flexible. For some people the herbs even liquefy the plaque and they release globs of mucus!
- Mucoïd plaque is often shiny or smooth, some pieces may look like rope, showing striations, smoothness, overlaps, or creases.
- Sections of plaque as large as 2-4 feet long or more are not entirely uncommon, however most cleansers can expect plaque to come out in sections on average of 6-18 inches long.

## The Importance of pH Testing & Electrolytes

Studies have shown that many, if not most, ailments are associated with an electrolyte deficiency and an unbalanced internal pH.

When your body is deficient in electrolytes, your pH will drop, leading to a more acidic internal state and making it easier for disease and other ailments to take hold.

**Electrolytes** are minerals that help keep your body's pH in balance.

**Electrolytes bind** some toxins and help move them through the body to be eliminated.

Due to the role of electrolytes in cleansing, we feel pH testing prior to cleansing is critical. We are aware that some who wish to cleanse will not have adequate electrolyte reserves. **pH testing helps you determine how to safely and successfully proceed with The Cleanse.**

If you have adequate electrolyte reserves, you may enter The Cleanse with little concern. If however, your electrolyte reserve is low, then it is wise to start slowly and build your reserve before pursuing the more challenging phases of The Cleanse. If you do not pass the pH test, use only the Mild Phase until you are able to pass the test. Once you have increased your electrolyte reserves and passed the pH test, then you may proceed to the Gentle Phase.

We recommend the **Urine pH Test before The Cleanse.** The Urine Test is the best way to determine whether or not your body has enough electrolyte reserves to safely and comfortably begin the cleansing process. **The Lemon pH Test is best during The Cleanse.** You can download instructions for the Lemon pH Test on our website at [www.ariseandshine.com](http://www.ariseandshine.com). Look for the "Downloads" link at the bottom of every page.

**Urine pH Test Instructions:** To perform the Urine pH Test you will need pH test papers and vegetables. This method is very simple. For the 24 hours before you test your urine, you are to consume only vegetables, vegetable juice and water. Then the following morning, wet a strip of pH paper in the midstream of urine and immediately record your results.

### Use Your Urine Test pH Results to Choose the Right Cleanse

7.0 or above	6.5-6.9	5.6-6.4	5.5 or below
You passed! This indicates that your body has a good supply of electrolytes and is eliminating the excess through urine.	Indicates some electrolyte depletion but not a serious one. Your body is storing some electrolytes but is releasing some as well. It should be easy for you to replenish your electrolytes before cleansing.	A few of the electrolytes from your food are being saved, but your electrolyte reserve is low.	Your body is depleted of electrolytes. Only the mild phase is recommended.

**Those who have not scored high on the pH test should:**

1. Stop eating all acid-forming foods
2. Drink 30-40 oz of fresh vegetable juice or vegetable mineral broth (p. 12) daily
3. Consider using Alkalizer or ElectroLife® to boost electrolyte intake

**! NOTE:** Stress or infection may result in an inaccurate reading. Checking your urine pH during The Cleanse may not give you an accurate reading. During a cleanse your body is removing stored acids, so your urine will have a low pH even if you have an adequate electrolyte reserve. Again, please visit [www.ariseandshine.com](http://www.ariseandshine.com) for Lemon pH Test instructions.

# Cleanse Products

## The Products



### CHOMPER® AND HERBAL NUTRITION

These two formulas are the heart of the Arise & Shine Cleanse Program. They work together to help condition, soften and break up mucoid plaque and to remove toxic waste from the alimentary canal, organs and cells.\* Chomper is a gentle herbal formula designed to thoroughly cleanse the alimentary canal, liver, organs and deep cell tissues.\* Herbal Nutrition supports Chomper and is one of the most comprehensive formulas available. When combined with Chomper, it will help your body remove the mucoid plaque that may be accumulated in the alimentary canal.\* Herbal Nutrition is essential in helping to strengthen the body and pathways of elimination.\* (Chomper with Cayenne is also available if desired)



### PSYLLIUM HUSK POWDER AND HYDRATED BENTONITE

Throughout the entire cleansing process, Psyllium Husk Powder and Hydrated Bentonite will be the key ingredients used to make the “cleansing shake.” Psyllium Husk Powder is a fibrous bulking agent that sweeps toxic buildup out of the intestines.\* Hydrated Bentonite has long been used for both internal and external detoxification. Because of its highly absorptive properties, Hydrated Bentonite is ideal for combining with psyllium to make a “cleansing shake.”



### FLORA GROW®

Flora Grow provides healthy bacteria that may have become depleted from years of poor eating and lifestyle habits.\* Proper bacteria is essential for overall health and well-being, including a strong immune system, complete digestion and nutrient absorption, as well as the manufacture of B-Vitamins and various amino acids.\* Flora Grow is unique in that it can effectively establish itself in the bowels while supporting a balanced pH environment.



### PH PAPERS

One envelope of pH papers, 25 strips and color chart. Please see page 3 for instructions on using pH papers.

### SHAKER BOTTLE WITH LID

Allows for convenience and portability when making the Cleansing Shake.



## How to Make a Cleansing Shake

### You will need:

- 1 tablespoon extra thick *Hydrated Bentonite*
- 2 teaspoons *Psyllium Husk Powder*
- 10 ounces of water (preferably distilled)

Add the *Hydrated Bentonite* and water to the shaker jar, shake gently until mixed. Then add the *Psyllium* and shake vigorously until thoroughly blended. Drink immediately, as the shake will thicken. Drink an additional 10 ounces of water immediately afterward.

**!** **NOTE:** While we **strongly recommend** using water only for optimal results, you may substitute up to 4 oz of fresh fruit juice for water in the shake.

**NOTICE:** Read the directions carefully. Chomper contains Cascara Sagrada Bark and Rhubarb Root. **Do not use if you have or develop diarrhea, loose stools, or abdominal pain because Cascara Sagrada Bark and Rhubarb Root may worsen these conditions and be harmful to your health.** Consult your physician if you have frequent diarrhea. If you are pregnant, nursing, taking medication, or have a medical condition, consult your physician before using this product.

\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

# Daily Nutrition

## Recommended Supplements

**ACTIFIBER™** is comprised of apple pectin, bamboo and beet: it contains no psyllium, wheat or gluten for those who may be sensitive to those ingredients. ActiFiber also has a pleasant, natural taste and contains no artificial colors or flavorings. While it does not have the same bulking properties as psyllium, it can be used while cleansing for fiber. For best results while cleansing, mix a heaping teaspoon of ActiFiber™ with a tablespoon of fresh ground flax seeds. (Flax seeds can be easily ground with a mortar & pestle or in a spice/coffee grinder.)

**ALKALIZER** is recommended if you think, or if pH tests reveal, that your body may be too acidic. It is made from all-natural food concentrates and provides the highest concentrated source of organic (vegetable source) electrolyte minerals available.\* For use before, during and after The Cleanse. (ElectroLife® is also available for those with sugar and/or yeast sensitivities.)

**ARISENZYME®** is a unique formula created for persons seeking more complete digestion of all foods. AriseNzyme is a cutting edge, broad-spectrum enzyme formula that includes green papaya and alfalfa, two of the greatest herbs known to help digestion and assist the body in improving its own digestive mechanisms.\* This product is especially helpful in replacing enzymes lost during cooking or storage.\*

**CAYENNE** increases the effectiveness of other herbs, helps strengthen cells and organs, and improves circulation.\* Many Cleansers have claimed that taking cayenne capsules with each set of herbs has increased the amount of mucoid plaque expelled.\* Should the cayenne create a burning sensation, eat a piece of apple.

**DEHYDRATED MINERALS** provide trace mineral supplementation from a unique, mineral-rich deposit comprised of ancient plant life and contain a broad spectrum of trace minerals that strengthen cell vitality, allowing for more effective cleansing.\* Also available in liquid form.

**ELECTROLIFE®** Cleansing, exercise and stress can compromise your body's balance of key minerals. Replenish stores of important electrolytes with Arise & Shine's concentrated source of minerals that helps fluids and nutrients flow freely through the body, naturally.\* It is preferred over Alkalizer by those who have sugar sensitivities or those who prefer an encapsulated product. Some like to open the capsules and put them on food while cleansing as a salt substitute.

**GREAT GREENS™** Boost nutrition with the life enhancing and supporting benefits of Arise & Shine's special blend of high quality, 88% organic, all-natural blend of herbs, grasses and vegetables from land and sea. A super food containing antioxidants, Great Greens is the perfect energy-boosting, daily solution for an active lifestyle and while cleansing. Available bottled in 180 capsules and 6.2 ounce bulk powder that can be mixed with water or juice into a tasty, nutritious smoothie.\*

**POWER UP! EVERYDAY** combines natural energy and life enhancing herbs such as American Ginseng, Eleuthro, Maca and Jiao Gu Lan with nutrient-rich land and sea vegetables and fruit that work together to provide the energy and stamina before, during and after cleansing, to get you through your busy days and nights.\*

**! NOTE:** You may continue taking your current vitamin or dietary supplement, as long as it is not protein based, contains no salt, oils or foods listed in the acid-forming foods category on page 11. Also avoid supplements with soy or dairy and probiotics that contain large amounts of Lactobacillus, which might interfere with Flora Grow. Please call Cleanse Support if you have questions about specific supplements or ingredients.

*\* These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.*

*“I have tried many other cleanses on the market, but none are one-tenth as effective and easy as your program. I always think I look ten years younger, feel terrific and have such an optimistic attitude afterwards.”*

N.G.  
MT. SHASTA, CA





# The 28-Day Cleanse Process

*“My boyfriend and I are starting our fourth cleanse today. I used to drink tons of coffee and have meals based on sugar. I wasn’t fat but I definitely was not healthy. After the first cleanse I no longer desired candy and coffee is a special treat now and then. We’ve learned how to cook and experiment with all types of foods—It’s amazing how many different vegetables and fruit there are. One of the amazing aspects is how much you realize that your senses are veiled until you get really clean. We smell everything and taste everything with such delight as if we never tasted it before. This is a great way to get to know and like yourself and your body again. Even doing just one cleanse can be a life-changing experience.”*

HOLLY W.  
LOS ANGELES, CA

## How to Cleanse

**Please be sure to read pages 8-11 and Fine-Tuning Herb Sets, page 7, before beginning The Cleanse.**

**! DO’S & DON’TS:** DO consult your physician if you are currently taking any medications or have any serious health issues. DON’T participate in any strenuous activities, such as running or weight-bearing exercise. DO mild exercise, such as walking, swimming or yoga.

WHETHER YOU HAVE CLEANSED BEFORE or not, it is recommended you always begin with either the Mild or Gentle Phase to gradually begin the detoxification process. If you proceed too quickly, you may experience more cleansing reactions than necessary, as your body would be removing toxins at an unhealthy rate. Each phase is designed to gradually prepare you for the next, making the experience more enjoyable. IT IS IMPORTANT TO FOLLOW THE INSTRUCTIONS AS PREPARED FOR YOU!

Before beginning, always do the urine pH test, as described on page 3. If you pass this pH test, you may proceed to either the Mild or Gentle Phase. If you do not pass, it is important to begin with the Mild Phase and gradually prepare your body and build your electrolyte reserves before proceeding to the next phase(s).

## Preparing to Cleanse

Although you may begin on the Mild Phase even if you have not passed the pH test, it may be helpful to transition into cleansing more gradually. Before cleansing, begin to eliminate **caffeine, nicotine, alcohol and a diet high in acid-forming foods**. This helps to ensure that there is no struggle with habits that could interfere with, or reduce the effectiveness of cleansing. It is up to you however, to determine when you are ready to start the program. If you have a health problem or concern, talk with your health care practitioner before beginning the program.

## Tips While Cleansing

- Always take 3 each of Chomper (or Chomper with Cayenne) and Herbal Nutrition together. As you progress through each phase, pay attention to your body and how it is reacting to the amount of herbs you are taking. It may be necessary to adjust the

amount based on your personal needs. Please see page 7 for fine-tuning herb sets.

- Avoid acid-forming foods as described on page 11.



*We recommend drinking 5 ounces of water per every 10 pounds of body weight every day while cleansing, doubling that amount in warmer weather.*

- Drink at least 30-40 oz fresh vegetable juice and/or alkalizing vegetable mineral broth per day. Carrot, celery and kale juices are especially beneficial and provide excellent sources of electrolytes. However, those who have sensitivities to sugar should avoid carrot, beet and fruit juices, as they have a high naturally occurring sugar content (page 11).
- Feel free to add any of the complementary supplements listed on page 5, or continue taking your current supplements, as noted on page 5.
- In addition to maintaining electrolyte balance, Dehydrated Minerals and Great Greens™ are especially helpful on The Cleanse Program.
- If a cleansing reaction occurs, use an enema or colonic, and/or slow down the cleansing process by eating foods as listed on page 11. For cleansing reactions, see page 9.
- Be sure to get sufficient nutrition by eating a variety of the foods listed on page 12.

## MILD PHASE - *Baby steps!*

This is where most people start. For first time cleansers, meat eaters or those with chronic diseases and/or physical problems, it is recommended that you begin with this phase. The Mild Phase is also for those who did not pass the pH test (Important! See page 3), or those who would like to start the program as gently as possible. You can eat 3 meals per day on this phase and it is recommended for those who are more toxic or weak.

## GENTLE PHASE - *You can do it!*

Those who start with the Mild Phase will graduate to the Gentle Phase. This phase may remove a good deal of toxic material and reduce the load placed on your organs of elimination, better preparing you to progress to the Power and Master Phases, the deepest cleansing levels.

The Gentle Phase can be a good starting point for experienced cleansers or those with an exceptionally clean diet. If you choose to start here, this phase should be followed for 2 weeks, the first week replacing the Mild Phase as Week 1.

**! NOTE:** Typically, it will take 4-6 days for the herbs to condition the mucoid plaque enough for your body to begin releasing it. For best results, please check that your pH is in the passing range before moving to the more advanced cleansing phases. (See page 3).

## POWER PHASE - *Not for everyone!*

Before beginning the Power Phase, it is important that you are experiencing minimal to no cleansing reactions (see page 9). On this phase, you may remove a significant amount of built-up toxins and perhaps many feet of mucoid plaque.

## MASTER PHASE - *The Ultimate Test!*

*Before beginning the Master Phase, it is recommended you meet the following guidelines:*

- Have no cleansing reactions for at least 3 days
- Have completed a combination of the Mild, Gentle and Power Phases for at least 3 weeks
- Feel strongly that this is the right phase for you

The Master Phase is the Ultimate Cleansing Phase, and while it requires a strong character to complete, it is definitely worth the effort. While on the Master Phase, we recommend no food. You may complete this phase by consuming fresh vegetable juices or water only. Vegetable juice is recommended for first time cleansers and those who may need the electrolyte support. By consuming 30-40 ounces of fresh vegetable juice or broth daily, your body will be able to maintain adequate amounts of electrolytes and many other nutrients it needs. Vegetable juice or broth may lessen the deep cellular and organ cleansing, compared to using water only. Those who choose to use water only may experience more heightened cleansing results, physically and mentally. The choice is yours though, just be sure to pay attention to how your body is and has been reacting to the other cleansing phases.

## 28-DAY INTERNAL CLEANSE SCHEDULE

	MILD PHASE ( week 1 )	GENTLE PHASE ( week 2 )	POWER PHASE ( week 3 )	MASTER PHASE ( week 4 )
6:30 am	Shake	Shake	Shake	Shake
8:00 am	Breakfast	Herbs	Herbs	Herbs
9:30 am	Herbs	Shake	Shake	Shake
11:00 am	~	Herbs	Herbs	Herbs
12:30 pm	Lunch	Lunch	Lunch	Shake
2:00 pm	Herbs	Herbs	Herbs	Herbs
3:30 pm	Shake	Shake	Shake	Shake
5:00 pm	~	Herbs	Herbs	Herbs
6:30 pm	Dinner	Dinner	Shake	Shake
8:00 pm	Herbs	Herbs	Herbs	Herbs
9:00 pm	Flora Grow®	Flora Grow®	Flora Grow®	Flora Grow®

Note: We recommend fresh fruit or fresh juice for breakfast.

## Fine-Tuning Herb Sets

Throughout the 28-Day Cleanse it may become necessary to adjust the amount of Chomper and Herbal Nutrition that you are taking. Most people begin with 3 capsules of each, but the goal is to have 3-5 bowel movements per day that are soft, yet formed. In order to achieve this, adjusting the amounts of Chomper and Herbal Nutrition may be necessary.

- If the dosage of Chomper and Herbal Nutrition needs to be increased at any point during The Cleanse, it is wise to do this

slowly. Pay attention to how your body responds with the increase. Too much Chomper may cause diarrhea.

- If stools are loose or runny, decrease the amount of Chomper. If you began The Cleanse only taking 3 Chomper capsules, you may need to substitute Chomper Aid\* for 1-2 Chomper capsules.

\* *Chomper Aid is recommended if you have sensitivities to Cascara Sagrada. It is the exact same formula as Chomper, but without Cascara Sagrada. Cascara Sagrada is a mild laxative. It is important to take at least one (1) Chomper at each herb set (most take 2), and then fill in the rest with Chomper Aid. Again, always make sure that you are taking the same amount of Chomper and Chomper Aid as you are of Herbal Nutrition.*

# Post-cleanse

*“I have always been in pretty good health, but since doing The Cleanse, my skin is much softer. In the morning I feel bright. My body feels as if there is no weight at all. My fingernails are harder, my taste is much better, I am seldom hungry, cigarettes taste horrible and I try now to give them up completely. I have done the program just 2 weeks ago.”*

JUTTA H.  
GERMANY

FOR ONE WEEK FOLLOWING your completion of The Cleanse, it is important to eat 100% alkaline-forming foods. After that, gradually ease back into your eating style of choice. It is common to continue to eliminate mucoid plaque for 4-5 days after completing the cleanse.

### **For the next week**

- Your shakes will contain only Psyllium and water, NO BENTONITE.
- To replenish friendly bacteria in your system you will continue to take Flora Grow.

### **THE TRANSITION**

#### **Day One**

- When you wake up in the morning, drink between 24-32 oz of water, followed by a Cleansing (Psyllium only) Shake.
- You should have a bowel movement in the morning. If not, take an enema or colonic to help move the bowels.
- Breakfast should consist of fresh fruit OR fresh vegetable juice. Drink or eat slowly. Follow with 4 Flora Grow.

- For lunch, choose from fresh fruit, lightly steamed vegetables OR vegetable mineral broth. Do not combine. Follow with 4 Flora Grow.
- For dinner, try a fresh salad OR lightly steamed vegetables. Do not combine. Follow with 4 Flora Grow and, 1½ hours later, an herb set.

### **For the Next 6 Days**

- Drink a Cleansing (Psyllium only) Shake each morning and follow 1½ hours later with an herb set. If you took larger herb sets (more than 3 each of Chomper and Herbal Nutrition) during The Cleanse, gradually begin to decrease the amounts.
- Continue to eat alkaline-forming foods.
- Take 2 Flora Grow after lunch and dinner.



**Please do not hesitate  
to call our dedicated  
CLEANSE SUPPORT LINE:  
1.541.282.5601  
with any questions or  
concerns before, during or  
after cleansing.**





# Problems & Solutions...

WHEN THE BODY pulls out toxins faster than the elimination organs can get rid of them, they can get reabsorbed into the blood stream and liver. Cleansing reactions may include:

- Constipation
- Diarrhea
- Discomfort
- Dizziness
- Fatigue
- Headaches
- Lightheadedness
- Nausea

*These are the body's warning signs...listen to them.*

The following is information on various problems and their solutions. **Please read thoroughly before beginning The Cleanse.**

## **Problem:** **Constipation**

It is not unusual for a person to experience constipation when starting The Cleanse or during. We define constipation as 24 hours or more without a bowel movement, but this will vary from person to person.

### **Reasons:**

- Changes in the diet.
- Addition of fiber.
- Unbalanced pH.
- Not enough friendly bacteria (flora) in the intestinal tract.

### **Solutions:**

- Make sure you are drinking 30-40 ounces of fresh juice or vegetable mineral broth per day while cleansing. A good time to take this is 20 min. before or after an herb set.
- An enema or colonic may be helpful to get things moving.
- Increasing the amounts of Chomper and Herbal Nutrition may help increase the number of bowel movements. Always wait a day before increasing the amounts again.
- Try taking the Cleansing Shake without Bentonite for a day.
- Try increasing the amount of Flora Grow capsules to 3-5 capsules, 3 times a day, either after a meal, juice or broth. Continue for 2 to 3 days, or until relieved.
- Drink enough water.

## **Problem:** **Diarrhea**

### **Reasons:**

- Unbalanced pH.
- Your body may be adjusting to your new eating habits.
- Your body may be eliminating excessive amounts of acid.
- You may be taking too much Chomper.

### **Solutions:**

- Take 4 Flora Grow after each meal, juice or broth 3 times a day. Continue for 2 to 3 days, or until relieved
- If you are using Cayenne, discontinue.
- Increase the amount of Bentonite in the Cleansing Shake to no more than 1½ tablespoons total.
- Decrease the amount of Chomper and Herbal Nutrition for a day or two.
- Check your pH. Your electrolyte levels may be low. Drinking more fresh vegetable juice or broth may be helpful.

## **Problem:** **Nausea**

### **Reasons:**

- pH is low, meaning your electrolyte levels are low.
- Bowels are not moving often enough. Plaque and other toxic debris needs to be eliminated quickly.
- Liver congestion, possibly caused by pathogenic germs or bacteria or by detoxifying too quickly.
- May be caused by parasites being stirred up by the herbs.

### **Solutions:**

- Increase electrolyte intake with either fresh vegetable juice, Alkalizer or ElectroLife®.
- Drink organic peppermint or ginger tea.
- Take an enema or colonic until the water comes out clear.
- Mix 1 tablespoon of Bentonite with 8 oz. of distilled water and sip very slowly.
- You can take an organic coffee enema to help remove the toxins from your liver. If you are inexperienced with coffee enemas, please call Cleanse Support.
- If you suspect it is the herbs, take them in 5 minute intervals, one at a time. The herbs may be stimulating the stomach lining.

- Cut back a phase. Give your body time to detoxify at a slower rate. Eat a baked potato to slow down the cleansing process.
- To increase bowel movements, increase the amount of Chomper and Herbal Nutrition by one each serving, until desired bowel movements are achieved. Reverse this procedure if you get diarrhea.
- If you suspect parasites, you might want to do a parasite program first, then follow with The Cleanse.

**CAUTION:** While on the Power and Master Phases, circulation may slow down and cause lightheadedness. If so, take your time and stand up, or move slowly, until it diminishes.

## **After Cleansing:**

- You should maintain a minimum of 2 bowel movements daily, one first thing in the morning and one within thirty minutes after a meal. If you don't, see page 8, 'THE TRANSITION'.
- Maintain adequate consumption of fresh pure water. The body will continue to cleanse for a while if you maintain a clean (alkalizing) diet.
- Use Flora Grow to establish healthy colonies of intestinal bacteria.
- If you feel a little "off," make yourself vegetable mineral broth to aid in the transition from the herbs and shakes to regular meals.
- Take your time transitioning and allow yourself to develop new eating habits. Many find they feel so refreshed that they never return to some of their old foods because they have replaced them with a more satisfying and nutritious fare.
- It is not uncommon for a person to experience temporary constipation. If you do, call our Cleanse Support line, 1.541.282.5601 with questions.

**! NOTE:** If you experience sustained discomfort after taking the steps recommended above, you should consult your health care practitioner. They may be able to help you adjust the program to best suit your needs. There are also times when it is best to delay cleansing and work with your practitioner until you are strong enough to cleanse.



# The Foods to Eat

*“Since doing The Cleanse my stomach has disappeared and is now flat. I am absorbing so many more nutrients and am satisfied with very little food. I have no gas, a tremendous amount of energy, a great feeling of well-being and my skin looks and feels 20 years younger. Also, my eyes are crystal clear and my hair looks and feels healthier.”*

JOY K.  
ATLANTA, GA

## Do’s and Don’ts of Eating while on The Cleanse

The Cleanse is not a fast or liquid diet. During all phases (except Master) of Cleanse 28<sup>SM</sup>, you are able to eat adequate amounts of food. While the recommended foods may be very different from your current diet, it is exceedingly important that you consume these foods while cleansing for optimum results. Your body functions at its ideal when your eating habits are predominately made up of alkaline-forming foods. Acid-forming foods dramatically slow down the cleansing process and yield lessened results. Raw, organically grown, alkaline-forming foods are recommended because of their



high enzyme and electrolyte mineral content, thus making The Cleanse more comfortable as your body is being supplied with the nutrients it needs.\*

Transitioning from cooked foods to more raw can be a difficult adjustment, so it is important to take small steps instead of just jumping right into it. You may wish to start by eating more steamed or baked vegetables. AriseNzyme can be helpful in assisting with the breakdown of cellulose from raw foods while you transition your eating habits, and raw soups are also a great way to incorporate delicious and easily digested raw meals.

Eating mostly raw or unprocessed foods increases the probability that you will receive more of the nutrients your body needs from the foods you are consuming as well as naturally occurring enzymes which aid in digestion.

## Simplify... Be Prepared:

To save time during the week, plan out your meals ahead of time and make sure you have all the necessary ingredients on hand. Remember to choose organically grown whenever possible. If your schedule is really tight you may want to cut up sturdy vegetables such as carrot, celery, cauliflower, and broccoli ahead of time. Store them in glass for maximum freshness. Small canning jars are inexpensive, re-usable and available at most hardware and grocery stores. They are great for raw vegetables, dried fruit and nut mixes, or a serving of soup or broth. They can be filled, ready and waiting in the refrigerator to “grab and go.” Also, consider an apple, banana or orange as a satisfying snack that needs no prep!

## Soaking and Sprouting Seeds & Nuts:

Soaking seeds releases the growth inhibitors that keep seeds from sprouting until the environment is right for germination. Always use purified, spring or well water at room temperature, and wash the seeds well, looking for small stones and other debris. Generally, an overnight soak is plenty for most seeds. Quinoa and other small seeds will start to sprout after 5 or 6 hours. If you don’t use your seeds right away after soaking, it is a good practice to rinse them every 12 hours, and more often in hot weather. Soaking not only releases growth inhibitors, it also activates enzymes, making them more digestible. We have found that soaking limas (and other beans) for about 24 hours before cooking and rinsing at least once, yields the most tender, digestible results. Always use glass or stainless steel and completely cover the seeds with water. Canning jars work great; they come with wide mouths in convenient sizes. If you are soaking nuts, we have found that whole almonds and unbroken walnut halves yield better results. Soak just enough overnight for the next day, and if you have any leftover, rinse them at least every 12 hours and keep refrigerated. Soaked walnuts and raisins are delicious! To sprout clover, radish, fenugreek and other seeds, simply follow the above soaking guidelines, and then continue to rinse your sprouting seeds every 12 hours. Some people use screens\*\* on their jars to make rinsing easier, however, we have found that a clean hand works just fine. If the weather is very warm, rinse more often and keep out of direct sunlight. Once the sprouts are mature enough to eat, keep them in the refrigerator, remember to continue rinsing them and Enjoy!

\*\*A soft mesh screen held in place with a rubber band works well. Some health food stores carry screw on screen lids that fit wide mouth canning jars.

*\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.*

## FOODS TO EAT AND FOODS TO AVOID

### The Best: (always organically grown) Alkaline Forming:

All fresh fruits  
All fresh salad greens  
All sprouts  
All vegetables (raw or cooked)  
Almonds & Sunflower Seeds, soaked\*  
Apple cider vinegar  
Corn on the cob, fresh\*  
Dates  
Dried fruits / unsulphured (not glazed)  
Fresh berries  
Fresh or dried seasoning herbs  
Fresh raw fruit juice  
Fresh raw vegetable juice  
Garlic  
Goat whey\* (raw)  
Grapefruit  
Green foods (algae, spirulina, chlorella)  
Herbal Teas (caffeine free)  
Honey (raw)  
Lemons  
Lima Beans\*  
Maple syrup, organic  
Melons  
Millet\*  
Molasses  
Oils: raw or cold pressed avocado, coconut, flaxseed, grapeseed, olive, safflower, saffron, sunflower oils  
Potatoes\*  
Quinoa\*  
Raisins  
Sauerkraut (unsalted)  
Sea vegetables (well rinsed)  
Vegetable broth  
Vegetable soups  
Wheat grass juice

\* Eat foods from this group no more than 3 times per week as they significantly slow the cleansing process. If you experience cleansing reactions, you may wish to consume more of these foods, or if you wish to speed up the cleansing process (not recommended for inexperienced cleansers), we recommend eating less of these foods.

### The Worst: Acid Forming:

Alcohol \*\*  
Barley  
Black or white pepper  
Bread, baked  
Cake  
Canned or microwaved fruits & vegetables  
Carbonated beverages  
Cereals, all  
Chocolate  
Coffee or caffeine  
Dairy  
Eggs  
Foods cooked with oil  
Grains, except quinoa and millet  
Legumes  
Meat, fish, poultry, shellfish  
Nicotine  
Oatmeal  
Pasta  
Popcorn  
Preservatives  
Processed foods +  
Salt (including Celtic, sea & Himalayan)  
Soda crackers  
Soft drinks  
Soy (tofu, tempeh, etc.)  
Sugar, white and processed  
Sweeteners, artificial  
Tea, unless caffeine free  
Vinegar, distilled  
Wheat, all forms

\*\* Alcoholic beverages are highly acid forming, destroy friendly bacteria in the digestive system and hinder the cleansing process. Herbal extracts may be used while cleansing however. The best way to dissolve any alcohol is to let it evaporate in warm or hot water.

+ Processed and microwaved foods lack enzymes and minerals, making it difficult for your body to get the nutrients it needs.

### MELONS AND CITRUS

have a high, naturally occurring water and sugar content. They are quickly digested and may begin to ferment as they move through the digestive system. It is recommended to either eat them alone, or with other fruit from the same family.

### PROTEINS AND FATS

Protein can be found in all foods except oil, including fruits and vegetables, particularly squash, broccoli, spinach, cauliflower, deep greens, soaked nuts and sprouts. Or try Great Greens™ or POWER UP! EVERYDAY. These products contain concentrated, easily assimilated protein from plant sources. By eating a variety of foods, it is easy to consume the needed 20-30 grams of protein per day.

Avocados, coconuts, olive and flaxseed oils all contain adequate amounts of essential fatty acids (avoid foods cooked in oil, or fried foods while cleansing).

### Tips:

1. Anyone who has sensitivities to sugar should only consume vegetables, non-sweet foods and non-sweet vegetable juices while cleansing.
2. It is important to drink an adequate amount of water while cleansing. We recommend distilled or spring water for drinking, and approximately 5 ounces of water for every 10 pounds of body weight (doubling in warm weather.)
3. Snacking on raw fruits or vegetables is allowed. Snacking too much may slow the cleansing process. If you do choose to snack, do so approximately 20 minutes before or after an herb set.



Please do not hesitate to call our dedicated CLEANSE SUPPORT LINE: **1.541.282.5601** with any questions or concerns before, during or after cleansing.





# Sample Menu Ideas

## Shopping List

**NOTE: Remember to buy organic.**

- |  |  |
|--|--|
| Agave                                  | Leeks  |
| Almonds                                | Lettuce  |
| Apples                                 | Lima Beans   |
| Apple Cider Vinegar                    | Mango  |
| Artichokes                             | Maple Syrup  |
| Asparagus                              | Melons   |
| Avocados                               | Millet   |
| Balsamic Vinegar                       | Mushrooms  |
| Bananas                                | Nectarines   |
| Basil                                  | Nutmeg   |
| Beets                                  | Oils (Avocado, Coconut, Flax, Grapeseed, Olive, Saffron, Safflower, Sunflower) |
| Berries                                | Okra   |
| Broccoli                               | Onions   |
| Brussel Sprouts                        | Oregano  |
| Cabbage                                | Papaya   |
| Carrots                                | Parsley  |
| Cauliflower                            | Parsnips   |
| Celery                                 | Peaches  |
| Chard                                  | Peas   |
| Cherries                               | Peppers  |
| Chili Powder                           | Pineapple  |
| Chives                                 | Plums  |
| Cinnamon                               | Pomegranate  |
| Citrus Fruits                          | Potatoes   |
| Coconut                                | Prunes   |
| Collards                               | Quinoa   |
| Corn                                   | Radishes   |
| Cucumbers                              | Rosemary   |
| Cumin                                  | Sage   |
| Curry                                  | Spinach  |
| Dill                                   | Sprouts and Sprouting Seeds  |
| Dried Fruits (unsulphered, not glazed) | Squash   |
| Eggplant                               | Stevia   |
| Endive                                 | Sunflower Seeds  |
| Fennel                                 | Tarragon   |
| Figs                                   | Thyme  |
| Garlic                                 | Tomatoes   |
| Ginger                                 | Turnips  |
| Goat Whey (raw)                        | Vanilla (bean or unsweetened extract)  |
| Grapes                                 | Zucchini   |
| Green Beans                            |  |
| Herbal Teas                            |  |
| Honey                                  |  |
| Jicama                                 |  |
| Kale                                   |  |
| Kiwi                                   |  |

## Breakfast

- Fresh fruit
- Dried fruit
- Soaked nuts\*\*
- Herbal tea (caffeine free)

## Lunch or Dinner

- Fresh salads
- Steamed vegetables
- Corn on the cob\*\*
- Quinoa or Millet\*\*
- Raw vegetables
- 1/2 baked potato\*\*
- Fresh or baked fruit
- Fresh vegetable soups or vegetable broth

\*\* Eat foods from this group no more than 3 times per week

## RECIPES:

### Broccoli and Apple Salad

Organic salad greens and sprouts  
 1 stalk of organic broccoli, chopped  
 ½ organic apple, sliced  
 1 tblsp. soaked raw organic sunflower seeds  
 Organic, cold-pressed, extra-virgin olive or flax seed oil  
 Raw, organic apple cider vinegar  
 Combine all ingredients.

### Asian Veggie Toss

Experiment with any leftover vegetables as well!

1 cup green beans	1 cup snow peas
3 carrots	3 stalks celery
1 red pepper	1 cup bok choy
1 small zucchini	1 cup bean sprouts
1 small onion	6 pieces kelp seaweed

1 cup soaked sunflower seeds  
 ¼ cup chopped cilantro  
 1 Tbsp minced ginger  
 2 Tbsp organic olive oil

Slice all the vegetables and the kelp into very thin and long slices. A mandoline slicer is great if you have one, especially for the carrots. Toss all ingredients well. Serves 6-8

### Recipe for Vegetable Broth

A vegetable broth made from organically grown vegetables can be an excellent source of essential electrolytes.

Dice 3-4 unpeeled organically grown potatoes of any variety  
 Dice one small organically grown onion  
 Thinly slice 3-4 stalks of fresh organically grown celery  
 Thinly slice 1 or 2 fresh organically grown carrots  
 Chop a large handful of organically grown greens such as kale or chard  
 A finely diced sweet potato or yam adds a wonderful flavor, if you like.

Place in 3 quarts of pure clean or distilled water. Simmer for 20 minutes. Strain the liquid, discard the veggies and drink.

Don't be afraid to experiment! Adding a teaspoon of raw organic apple cider vinegar and a dash (or more) of cayenne pepper livens up the flavor. Fresh or dried organically grown herbs such as parsley, oregano, thyme, savory or any salt-free, msg-free and other additive free herbal seasoning blend can be added for extra flavor. Truly, any organically grown vegetable of your liking can be added to the broth.

## MAINTENANCE

To help maintain prolonged benefits after cleansing, the following may be beneficial:

**INTESTINAL FORTIFIER AND RENEWALL®** Support healthy bowel function and elimination.\* Intestinal Fortifier is a multi-faceted bowel conditioner, while Renewall feeds the cells of the intestines in such a manner that allows the gut wall to repair itself.\*

**LIVER LIFE® I** is a powerful herbal formula containing specific herbs for detoxifying the liver, improving liver function and purifying the blood.\* **LIVER LIFE® ULTRA** is a complex, multi-action union of liver-specific herbs and extracts, amino acids, antioxidants and much more. It helps feed the liver with vital nutrition, strengthen its glandular and organ functions and helps remove fat deposits.\* Liver Life 1 & Ultra are best used after completion of The Cleanse. It is helpful to take Liver Life Ultra after taking Liver Life 1.

**KIDNEY LIFE®** contains numerous herbs known to remove mucus, toxins and other forms of congestion from the kidneys and urinary tract, as well as being highly effective in strengthening and toning the entire urinary pathway.\*

*\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.*

## 28-DAY INTERNAL CLEANSE SCHEDULE

	MILD PHASE ( week 1 )	GENTLE PHASE ( week 2 )	POWER PHASE ( week 3 )	MASTER PHASE ( week 4 )
6:30 am	Shake	Shake	Shake	Shake
8:00 am	Breakfast	Herbs	Herbs	Herbs
9:30 am	Herbs	Shake	Shake	Shake
11:00 am	~	Herbs	Herbs	Herbs
12:30 pm	Lunch	Lunch	Lunch	Shake
2:00 pm	Herbs	Herbs	Herbs	Herbs
3:30 pm	Shake	Shake	Shake	Shake
5:00 pm	~	Herbs	Herbs	Herbs
6:30 pm	Dinner	Dinner	Shake	Shake
8:00 pm	Herbs	Herbs	Herbs	Herbs
9:00 pm	Flora Grow®	Flora Grow®	Flora Grow®	Flora Grow®

Note: We recommend fresh fruit or fresh juice for breakfast.

### Foods to Eat and Foods to Avoid

#### The Best: always organic ALKALINE Forming:

All fresh fruits  
All fresh salad greens  
All sprouts  
All vegetables (raw or cooked)  
Almonds & sunflower seeds, soaked\*  
Apple cider vinegar  
Corn on the cob, fresh\*  
Dates  
Dried fruits, unsulphured (not glazed)  
Fresh berries  
Fresh dried seasoning herbs  
Fresh raw fruit juice  
Fresh raw vegetable juice  
Garlic  
Goat whey\* (raw)  
Grapefruit  
Green foods (algae, spirulina, chlorella)  
Herbal Teas (caffeine free)  
Honey (raw)  
Lemons  
Lima Beans\*  
Maple syrup, organic  
Melons  
Millet\*  
Molasses  
Oils: raw or cold pressed avocado, coconut, flaxseed, grapeseed, olive, safflower, saffron, sunflower oils  
Potatoes\*  
Quinoa\*  
Raisins  
Sauerkraut (unsalted)  
Sea vegetables (well rinsed)  
Vegetable broth  
Vegetable soups  
Wheat grass juice

\* Eat foods from this group no more than 3 times a week.

Remember, the best is always organic and locally grown.

#### The Worst: ACID Forming:

Alcohol\*\*  
Barley  
Black or white pepper  
Bread, baked  
Cake  
Canned or microwaved fruits & vegetables  
Carbonated beverages  
Cereals, all  
Chocolate  
Coffee or caffeine  
Dairy  
Eggs  
Foods cooked with oil  
Grains, except quinoa and millet  
Legumes  
Meat, fish, poultry, shellfish  
Nicotine  
Oatmeal  
Pasta  
Popcorn  
Preservatives  
Processed foods +  
Salt (including Celtic, sea & Himalayan)  
Soda crackers  
Soft drinks  
Soy (tofu, tempeh, etc.)  
Sugar, white and processed  
Sweeteners, artificial  
Tea, unless caffeine free  
Vinegar, distilled  
Wheat, all forms

\*\*Alcoholic beverages are highly acid forming, destroy friendly bacteria in the digestive system and hinder the cleansing process. Herbal extracts may be used while cleansing. The best way to dissolve any alcohol, is to let it evaporate in warm or hot water.

+ Processed and microwaved foods lack enzymes and minerals, making it difficult for your body to get the nutrients it needs.

### Dosages

#### Herbs:

3 capsules Chomper (or Chomper w/ Cayenne)

3 capsules Herbal Nutrition

#### Flora Grow:

2 capsules

#### Cleansing Shake:

Mix 1 Tbsp Bentonite with 10 oz water (may substitute up to 4 oz fresh fruit juice).

Add 2 tsp Psyllium and mix until thoroughly blended. Drink 10 oz water immediately afterward.

### After The Cleanse:

#### Day One

- When you wake up in the morning, drink 24 – 32oz of water, followed by a Cleansing (Psyllium only) Shake.
- Breakfast should consist of fresh fruit OR fresh vegetable juice. Drink or eat slowly. Follow with 4 Flora Grow.
- For lunch, choose from fresh fruit, lightly steamed vegetables OR vegetable mineral broth. Do not combine. Follow with 4 Flora Grow.
- For dinner, try a fresh salad OR lightly steamed vegetables. Do not combine. Follow with 4 Flora Grow and 1½ hours later, an herb set.

#### For the next 6 days

- Drink a Cleansing (Psyllium) Shake each morning and follow 1 ½ hours later with an herb set. If you took larger herb sets (more than 3 each of Chomper and Herbal Nutrition) during The Cleanse, gradually begin to decrease the amounts. (See page 8 for more details.)
- Continue eating alkaline foods.
- Take 2 Flora Grow after lunch and after dinner.

ARISE & SHINE HERBAL PRODUCTS, INC., P.O. Box 400, Medford, Oregon 97501

541.282.0891 Main Line • 541.282.5601 Cleanse Support • 800.688.2444 Customer Care • [www.ariseandshine.com](http://www.ariseandshine.com)

*A clean body is essential for good health. We recommend  
Cleanse 28<sup>SM</sup> at least once a year and Cleanse 7<sup>®</sup>  
Internal Detox Program every three months.*

**Arise & Shine Herbal Products**

PO Box 400, Medford, Oregon 97501

*Business phone:* 541.282.0891  
*Customer Care:* 800.688.2444  
*Wholesale:* 888.557.4463  
*Fax:* 541.773.8866

