



Arise & Shine

28[®]
cleanse

PROGRAM GUIDE
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 direct 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 experienced 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 your tongue, your stomach, all the way down through your 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,

Richard Anderson, (Hon.) N.D., N.M.D.



The Cleanse 28 Program Guide

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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

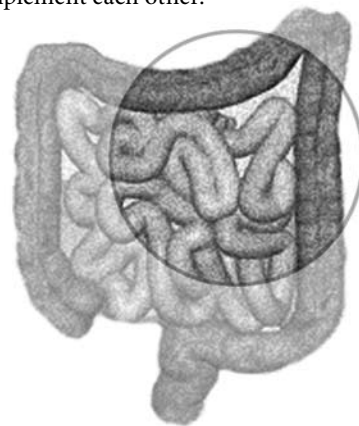
THE SURVIVAL of every animal, bird, fish, plant and germ depends entirely upon its' environment. When the environment is altered, the species of animal life changes. The same is true of our bodies. Germs can cause infection in a susceptible host, but pathogenic germs cannot overcome a clean, healthy and active human body. In short, most germs are unnatural in a pure, healthy body, and can only survive in an unnatural and unclean body.

- 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 mucous 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. As stated by Dr. Anderson, 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 almost 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.

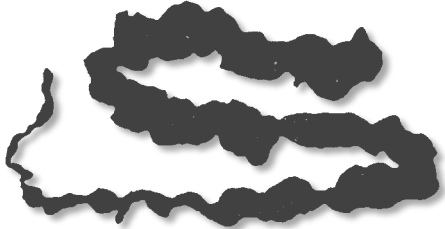
It is not uncommon to experience many benefits from cleansing, such as **:

- 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
- Improved immune system function

***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 eliminated 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 mucous!
- 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 fluids and blood pH in balance. **Electrolytes absorb...** toxins and help move them through the body to be eliminated.

Due to the role of electrolytes in removing toxins, we feel pH testing while 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 Mildest 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 test** before The Cleanse. We also offer an alternative way of testing pH, and strongly recommend you visit ariseandshine.com to ensure you are aware of all your choices before proceeding. The urine test is the best way to determine whether or not your body has enough electrolytes. You will need pH papers and to only consume vegetables, vegetable juices and water for one day before you do this test. The morning of the following day, wet a strip of pH paper in a mid-stream of urine, and record your results.

Use Your 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 broth 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 Power or Master Phases will 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 ariseandshine.com for more information on alternative ways to check your pH.

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 drawing out the toxins that Psyllium will help eliminate from your body*.



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, and 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

A 15 foot roll of pH testing papers, enough to last throughout The Cleanse. Please see page 3 for instructions on using pH papers.



SHAKER BOTTLE WITH LID

Allows for convenience and portability for making the 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 afterwards.

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

NOTICE: 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

POWER UP!™ EVERYDAY is a highly effective, broad spectrum “multi” giving you 15 potent herbal and whole food concentrates and concentrated extracts. POWER UP! gives you naturally occurring nutrients, lipids, trace minerals, pigments, chlorophyll, amino acids, and more. It is recommended for times of increased nutritional demand, especially while Cleansing.

ALKALIZER is recommended if pH tests reveal, or you think 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.)


SUPER ANTIOXIDANT BLEND may be the most potent and effective antioxidant formula available and was originally designed to be for those having chronic or degenerative conditions. Super Antioxidant Blend includes 22 exceptionally high quality antioxidants that have been known to: increase immune system function, be defensive against damaging free radicals, improve liver function and reduce joint pains.* Each antioxidant has a unique function, and each works to strengthen and support the other(s).

ULTIMATE FOOD COMPLEX provides essential alkalizing minerals along with a vast spectrum of vitamins, beta carotene, antioxidants, chlorophyll, pigments, lipids, fatty and amino acids.* There are more than 40 potent herbs, whole foods and concentrated extracts that work to purify the blood, support the liver, stimulate the immune system and increase energy and detoxification*. Recommended during The Cleanse, as the Ultimate Nutritional Supplement.

DEHYDRATED MINERALS provide colloidal 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.

CAYENNE increases the effectiveness of other herbs, helps strengthen cells and organs, and improves circulation.* Many Cleansers have claimed that taking 3 capsules with each set of herbs has greatly increased the amount of mucoid plaque expelled.

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 to assist the body in improving its own digestive mechanisms. This product is especially helpful in replacing enzymes lost during cooking or storage*.

NOTE: You may continue taking your current min 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 unhappiness with my body – GONE! I have changed my eating, lifestyle and food preparation; lost 30 pounds...I would recommend the Cleanse Program to anyone.”

P.M.
BOISE, IDAHO



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.

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'T: 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 CLEANSSED 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 serious 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 more information.

- 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 all the fresh vegetable juice you wish. 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 juice (s), 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 supplement (s), as noted on page 5.
- Dehydrated Mineral capsules and Ultimate Food Complex capsules are especially helpful in The Cleanse Program.
- If a cleansing reaction(s) 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 if you 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 Phases or the Gentle Phase and Power Phase 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. 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. However, vegetable juice or broth may lessen the deep cellular and organ cleansing, as opposed to that of 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 & Flora Grow	Herbs	Herbs	Herbs
9:30 am	Herbs	Shake	Shake	Shake
11:00 am	~	Herbs	Herbs	Herbs
12:30 pm	Lunch & Flora Grow	Lunch & Flora Grow	Lunch & Flora Grow	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 & Flora Grow	Dinner & Flora Grow	Shake	Shake
8:00 pm	Herbs	Herbs	Herbs	Herbs
9:00 pm	~	~	Flora Grow	Flora Grow

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, so 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 with 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, make sure that you are taking the same amount of Chomper and Chomper Aid as you are for Herbal Nutrition.*

Post-cleanse

“I have always been in pretty good health, but since doing The Cleanse, my skin is much softer, and I have lost weight. 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 not uncommon to continue to eliminate mucoid plaque for several 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 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, 1 ½ hours later, an herb set.

For the Next 6 Days

- Take 2 Flora Grow after lunch and dinner.
- Continue to eat alkaline-forming foods.
- Drink a Cleansing (Psyllium only) 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.



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 and liver. Cleansing reactions may include:

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

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

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 or during The Cleanse. We define constipation as 24 hours or more without a bowel movement, but this will vary from person to person.

Reasons:

Some causes might be changes in the diet, addition of fiber, unbalanced pH or not enough friendly bacteria (flora) in the intestinal tract.

Solutions:

- If pH is too acidic, include 30-40 ounces of fresh juice or vegetable mineral broth while cleansing. The best time to take this is 20 min. before or after and herb set, or 45 min. before or after a cleansing shake.
- 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 relief.

- 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 to 3 times a day. Continue for 2 to 3 days, or until relief.
- If you are using Cayenne, discontinue.
- Increase the amount of Bentonite and/or Psyllium in the Cleansing Shake, by no more than 1 tsp. at a time.
- 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, bacteria, or detoxifying too quickly.
- May be caused by parasites being stirred up by the herbs.


Solutions:

- Mix 3 tablespoons of Bentonite with 10 oz. of distilled water and sip very slowly.
- Drink organic peppermint or ginger tea.
- Take an enema or colonic until the water comes out clear.
- 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.

- While cleansing, 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.
- Increase electrolyte intake with either fresh vegetable juice, Alkalizer or ElectroLife™.
- 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 the Parasite Program first (please visit our website, www.ariseandshine.com), 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'.
- If you have tendencies towards yeast overgrowth, heavy metal toxicity or other bowel-weakening conditions, you may require further or specially targeted cleansing and rebuilding in order to achieve optimum regularity. Please call our dedicated Cleanse Support line, 1.541.282.5601 for assistance.
- It is not uncommon for a person to experience temporary constipation. If you do, follow instructions under 'Solutions' from the first column on  this page.

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 fit your needs. There are also times when it is best to delay cleansing and



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 The 28-Day Cleanse, 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. Alkaline-forming foods are recommended because of their high enzyme and



electrolyte mineral content(s), thus making The Cleanse more comfortable as your body is being supplied with the nutrients it needs*.

Transitioning from cooked foods to 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 a delicious and easily digested raw meal.

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, prepare your meals ahead of time by cutting up fruit(s) and vegetables and soaking beans, grains or nuts, and making sure you have all necessary ingredients on-hand.
- Most foods are available at your local grocer. Try to buy organic produce whenever possible, as it usually contains more nutrients. Most health foods stores will have what you are looking for, such as dulse or quinoa, if it is not available from the grocer.
- Make meal preparation a family event. Everyone can take part in preparing meals, and it's a good time to catch up with each other!

How to Soak:

All raw nuts, seeds, grains and beans may be soaked in purified, room-temperature water. Small seeds, such as quinoa should be soaked for about 5 hours, while nuts may take up to 12 hours. It is important to know this, as it will help with your meal planning. Simply place the food item into a non-metal bowl, or a container with a ventilated lid, cover with water and let soak. Be sure to change the water every 6-8 hours, as it may become dirty. When the soaking is done, rinse, add fresh water and keep refrigerated until ready to use.

How to Sprout

If you are looking to increase the enzyme content of your foods, raw nuts, seeds, grains and beans can be sprouted after they have been soaked (see above).

You will need:

- 1 quart to 1 gallon sized jar(s)
- A plastic screen (most hardware stores)
- Rubber bands

Measure the mouth of the jar with the screen, allow a few inches of the screen to drape over the sides and cut to size. Add the soaked ingredients, making sure they are completely drained. Place the pre-cut screen over the mouth of the jar and secure with a rubber band. Put the jar in a dark place for 8-12 hours. Rinse until water is clear. Keep refrigerated.

** 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: Alkaline Forming:

All fresh fruits
All fresh salad greens
All sprouts
All vegetables (raw or cooked)
Almonds & Sunflower Seeds, soaked *
Apple cider vinegar
Berries, fresh
Corn on the cob, fresh *
Dates
Dried fruits, unsulphured *
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
Potatoes *
Quinoa *
Raisins
Raw, organic olive or flaxseed oils
Sauerkraut (unsalted)
Sea vegetables (well rinsed)
Vegetable broth
Vegetable soups
Wheat grass juice

* Eat no more than 3 times per week as these foods 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 frozen fruits and vegetables
Cereals, all
Chocolate
Coffee
Dairy
Eggs
Foods cooked with oil
Grains, except quinoa and millet
Legumes
Meat, fish, birds, shellfish
Oatmeal
Pasta
Popcorn
Preservatives
Processed foods +
Salt
Soda crackers
Soft drinks
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, packaged and frozen 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 and sprouts. Avocados, coconuts, olive and flaxseed oils all contain adequate amounts of essential fatty acids (avoid foods cooked in oil, or fried foods while cleansing). Or try Ultimate Food Complex 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.

1. Anyone who has sensitivities to sugar and/or yeast, 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 does slow the cleansing process, but if you do choose to, try to consume the snack 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

Vegetables

Artichokes
Asparagus
Beets
Broccoli
Brussel Sprouts
Cabbage
Carrots
Cauliflower
Celery
Collards
Corn
Cucumbers
Eggplant
Endive
Fennel
Green Beans
Jicama
Leeks
Lettuce
Kale
Mushrooms
Okra
Onions
Peas
Parsnips
Peppers
Radicchio
Radish
Rutabagas
Pumpkins
Spinach
Sprouts
Squash
Turnips
Zucchini

Fruits

Apple
Banana
Cantaloupe
Cherries
Cranberries
Coconut
Dates
Figs
Grapefruit
Grapes
Honeydew
Kiwi
Lemon
Lime
Mango
Nectarines
Orange
Papaya
Peach
Pineapple
Plums
Prunes
Raspberries
Strawberries
Watermelon

Seasonings & Spices

Basil
Chili Powder
Chives
Cinnamon
Cumin
Curry
Dill
Garlic
Ginger
Nutmeg
Oregano
Parsley
Rosemary
Sage
Tarragon
Thyme
Vanilla

Breakfast

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

Fresh juices
Fruit smoothies

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

Lunch or Dinner

Fresh salads
Steamed vegetables
Corn on the cob*
Quinoa or Millet*

Raw vegetables
1/2 baked potato*
Stewed fruit
Fresh vegetable soups or vegetable broth

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.

Cauliflower Soup

½ head of organic cauliflower
½ organic avocado
½ to 1 tsp of curry, to taste
water
Blend all ingredients, adding water until desired consistency is reached. Eat raw, or warm to no more than 105°.

Alkalizing Vegetable Mineral Broth

Chop 3-4 whole, unpeeled potatoes, 3-4 stalks of celery and a large handful of greens, and place in 3 quarts of distilled water. Simmer for 20 minutes, strain the liquid. Fresh or dried herbs may be added for extra flavor.

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™ (available in capsules or beverage mix) 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.*

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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 & Flora Grow	Herbs	Herbs	Herbs
9:30 am	Herbs	Shake	Shake	Shake
11:00 am	~	Herbs	Herbs	Herbs
12:30 pm	Lunch & Flora Grow	Lunch & Flora Grow	Lunch & Flora Grow	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 & Flora Grow	Dinner & Flora Grow	Shake	Shake
8:00 pm	Herbs	Herbs	Herbs	Herbs
9:00 pm	~	~	Flora Grow	Flora Grow

Foods to Eat and Foods to Avoid

The Best:

ALKALINE Forming:

All fresh fruits
 All fresh salad greens
 All sprouts
 All vegetables (raw or cooked)
 Almonds & Sunflower Seeds, soaked *
 Apple cider vinegar
 Berries, fresh
 Corn on the cob, fresh*
 Dates
 Dried fruits, unsulphured *
 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
 Potatoes *
 Quinoa *
 Raisins
 Raw, organic olive or flaxseed oils
 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.

The Worst:

ACID Forming:

Alcohol
 Barley
 Black or white pepper
 Bread, baked
 Cake
 Canned or frozen fruits & vegetables
 Cereals, all
 Chocolate
 Coffee
 Dairy
 Eggs
 Foods cooked with oil
 Grains, except quinoa and millet
 Legumes
 Meat, fish, birds, shellfish
 Oatmeal
 Pasta
 Popcorn
 Preservatives
 Processed foods +
 Salt
 Soda crackers
 Soft drinks
 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, packaged and frozen foods lack enzymes and minerals, making it difficult for your body to get the nutrients it needs.

Dosages

Herbs:

3 cap Chomper (or Chomper w/ Cayenne)
 3 cap Herbal Nutrition

Flora Grow:

1 cap

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 1 ½ hours later, an herb set.

For the next 6 days

- Take 2 Flora Grow after lunch and after dinner.
- Continue eating alkaline foods.
- 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.)



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*A clean body is essential for good health. We recommend
Cleanse 28 at least once a year and our
Cleanse 7 Internal Detox Program 2 - 4 times a year.*



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