

CLEAN[®]

WHY NOT?

Explanations for the
CLEAN cleanse diet

CLEAN excludes certain foods from the 21-day program for several reasons. Some of the reasons include these foods may trigger sensitivities and/or allergic reactions, they contain toxic chemicals, they may have an acidifying affect on the body, they are mucus-forming, they are pro-inflammatory or some foods are simply difficult to digest. You will find the specific reasons for each excluded food below.

Removing these foods helps to relieve the burden on the immune and digestive systems. Many times we are unaware of the affects of certain foods (i.e. dairy and gluten) because we eat them often. Sometimes symptoms do not manifest for 24 hours or more after a food is eaten so we do not make the connection between symptoms we may be feeling and these foods.

By following the Cleanse Diet and cleanse for 21 days, your system will be in a good place to reintroduce non-cleanse foods and to see how they affect you.

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are these foods not on the Cleanse Diet?

NUTS

Peanuts. A very common allergen. Nonorganic peanuts are full of chemicals and organic often have a mold called aflatoxins and even if you don't have a life-threatening anaphylactic reaction, many people are still extremely sensitive to them.

Note: Raw nuts are best because their fats have not been damaged from heat processing. All nuts have their fat content cut in half when they are soaked for a few hours (or overnight) before using. This also breaks down the enzyme inhibitors present in the skin of raw nuts so the nutrients and proteins can be accessed.

VEGETABLES

Nightshades. Potatoes, tomatoes, eggplants, peppers, and sweet peppers are part of the nightshade family. Nightshades are often rich in alkaloids that can be mildly toxic to a fair number of people. They are thought to potentially decrease digestion and increase inflammation in the body.

According to Ayurvedic thinking, nightshades are thought to cause sensitivity to the body, and when eaten in excess, they tend to suppress the strength of our digestion. For example, some potatoes contain a neurotoxin called Solanine which many people are sensitive to. Typical symptoms of solanine sensitivity are joint pain and inflammation.

Note: Dried peppers can be used as a spice. While cayenne, chili pepper and paprika spices are still in the nightshade family, we do allow them in cooking because in general a very small amount is used.

FRUIT

Oranges and Orange Juice. Can be highly allergenic.

Grapefruit. This fruit has been known to block certain enzyme processes in the body.

Citrus. All citrus is removed from the cleanse because of its allergenic quality. Except for lemons and limes which are alkalizing and detoxifying and therefore wonderful on the cleanse.

Bananas. This fruit is very starchy, and very sugary. Many people normally use bananas in their shakes and smoothies. Instead, try using berries, nut milks, and a scoop of coconut oil or an avocado to create a similar consistency.

Bottled Fruit Juice. All concentrated fruit juice (anything that's not fresh squeezed or pressed) is high in sugar and creates significant spikes in blood sugar. All bottled juices are pasteurized reducing and destroying most of the original available vitamins and nutrients.

When you eliminate hard-to-digest foods you free up much of the energy wasted on initiating and sustaining immune responses.

Strawberries. Known to be common allergens to the body, and currently one of the top fruits covered with the most pesticides and herbicides, organic or not.

DAIRY

Milk/Cheese/Yogurt/Butter. Often contains the carcinogenic mold aflatoxin (a mycotoxin). It's been linked to liver cancer and a range of other issues. Highly mucus forming, a very common allergen and acidic to the body. Yogurt that has been pasteurized has all the health properties destroyed and often contains sugar. POST-cleanse, local and raw yogurt (preferably from sheep or goats) is best.

Eggs. A common allergen, especially if they are from farm-raised, grain fed and non-free range chickens. No mayonnaise. POST-cleanse, seek pastured raised organic eggs.

Ice Cream. All the above properties of dairy with the added frozen factor: anything cold hinders digestion so try to avoid even non-dairy ice cream during the cleanse.

ANIMAL PROTEIN

Warm-water and Tropical Fish. Higher risk of parasites and heavy metal contamination.

Note: Some of these can be cold water, check the source and avoid if from warm waters.

Avoid African Butter Fish, Billfish, Bluefish, Carp, Catfish, Eel, Hilsa, Tropical Mackerell, Mahi Mahi, Dorado, Monkfish, Pomfret/Butterfish, Sturgeon, Shark, Skatefish, Snakehead, Tilapia, Tilefish

Use [Flounder](#), [salmon](#), [sardines](#), [haddock](#), [kipper](#), [Herring](#).

Shellfish. Higher risk of parasites and heavy metal contamination. These

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about life post-cleanse

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THE KEEP IT CLEAN
MANIFESTO

include: Barnacles, lobster, crab, urchins, mussels, scallops, crayfish, langust, shrimp, prawn, abalone, cuttlefish, chiton, cockles, clam, geoduck, octopus, oysters, sea cucumbers, sea snails, squid

Red Meat. Highly acidic to the body and taxing on all organs, especially detox organs. High use of hormones and antibiotics in animals raised for meat that are very harmful to humans. Grain fed animals have much less protein and the fats are not as healthy. POST-cleanse: choose organic and grass/pasture fed.

Also avoid: pork, sausage, bacon, steak, any processed, cured or smoked meats like hot dogs or lunch meat.

Use lean and wild meat such as ostrich, duck, venison, buffalo, pheasant, rabbit, etc.

Raw Fish, Seafood, Meat. Avoid all. High risk of parasites.

OTHER PROTEIN

Soybeans. A major allergen. Often contains the carcinogenic mold aflatoxin (a mycotoxin). This toxin has been linked to liver cancer and a large number of people have sensitivities to it. Very common allergen, often genetically modified, and disrupts hormones in both males and females. Avoid tofu, soymilk, edamame, soy-based ice-creams, soy-sauce.

GRAIN

Wheat & Other Gluten Grains. Very common allergen/food sensitivity. Often contains the carcinogenic mold aflatoxin (a mycotoxin), which has been linked to liver cancer and a large number of people have sensitivities to it. Includes oats (often contaminated with gluten), barley, farro, rye, spelt and kamut. Also avoid processed vegetarian/vegan food such as tempeh, seitan, and textured-vegetable protein (TVP).

Corn. Common allergen. Often genetically modified. High in sugar, spikes

Some of the most common foods in the American diet have hidden irritating effects.

insulin levels, high on the glycemic index. Often contains the carcinogenic mold aflatoxin (a mycotoxin), linked to liver cancer and a large number of people have sensitivities.

White Rice. High in starch, sugar and highly processed. High glycemic index food.

BEVERAGES

Caffeine. Highly acidic and taxing to detox organs (liver and kidneys), dehydrating and a stimulant that forces surges of adrenaline and puts us in fight or flight mode unnecessarily. Addictive and disrupts natural rhythms in the body (sleep, hormones, etc.).

Soda. Contains sugar and caffeine. Highly processed. Zero nutritional value.

Alcohol (beer, mead, wine, liquor). High in sugar and taxing on detox organs. Beer and hard liquor contain gluten, wine contains sulfites (both common allergens).

SWEETENERS

Avoid:

Honey

Maple Syrup

Cane Juice (Evaporated as well)

Brown Sugar

Refined White Sugar

Molasses

Concentrated Fruit Juice

High Fructose Corn Syrup

Agave

Brown Rice Syrup

Artificial sweetener. Provides a false sense of energy without any nutrients,

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tasty Clean meals
and shakes?

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which leads to a crash, food cravings, weight gain and a list of unpleasant side effects since they are chemicals and toxic to the body.

Splenda. A chlorocarbon that causes swelling liver and kidney and shrinking thymus gland, along with a whole host of horrible side effects.

Aspartame. Many side effects, some very dangerous including brain damage and inflammation, a definite poisonous toxin.

Saccharin. Believed to be a carcinogen, leads to carbohydrate cravings.

Sweet n Low

Equal

Use Fresh fruit, Date Paste, Coconut Nectar, Yacon Syrup and Stevia.

OILS

Any oils refined or non-cold-pressed oils. Especially Canola, Peanut, Cottonseed and anything partially hydrogenated. Many vegetable, nut and seed oils are highly processed and are often rancid causing free radicals in the body.

Margarine. Highly processed and unnatural.

CONDIMENTS

Salt. Table salt. heavily processed with beneficial minerals removed.

Use sea salt, Atlantic salt or Himalayan salt instead.

Ketchup. High in sugar and contains tomatoes.

Mustard. Make sure it's without sugar or dyes.

Soy Sauce. Processed soy product.

Chocolate. Full of dairy and sugar, roasted/processed cocoa does not contain the health benefits that raw chocolate or cacao does. Choose raw cacao nibs,

Eat mainly organic vegetables, brown rice, beans, fish or lean protein, fruits, and nuts.

beans or powder, or carob instead (raw or roasted).

MISCELLANEOUS

Tobacco/Nicotine. Even organic tobacco, which is free of chemicals and pesticides, causes inflammation in the lungs and arteries, stresses adrenals and the heart and upsets the natural blood sugar levels. Addictive behaviors warrant looking into the emotional causes behind them for a full body/mind cleanse.

Over The Counter Medicine. They may temporarily mask your symptoms, but overall it adds to your toxic load, prolonging your cleansing process. The exception is anything prescribed by your physician. Please do not change any medications without consulting your physician.

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Have a question?
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to hear from you!

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