



ARISE  
&  
SHINE



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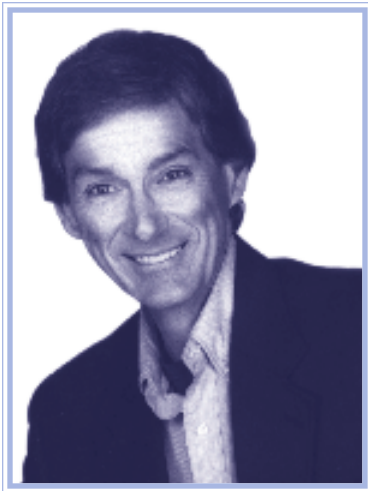
# The Cleanse Thyself™

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## Program Guide

Developed by Dr. Richard Anderson, N.D., N.M.D.

*To all  
the strong,  
wonderful  
souls who  
are willing  
to purify  
themselves  
so that they  
may be  
"rewarded  
openly."*



**I**t is a great pleasure to introduce you to the remarkable Cleanse Thyself™ Program, formerly known as the “Clean-Me-Out Program”. This program will elevate you toward greater health, vitality and energy. Many tens of thousands of Arise and Shine “cleansers” have gone before you. Their enthusiasm goes beyond what you might expect, because this Program performs — **it works!** It’s a *complete* intestinal cleanse. Indeed, you will clean your entire alimentary canal, from your tongue, to your stomach, all the way down to your colon.

In addition, as you begin to cleanse your digestive system, the hub of your body that every cell and organ depends upon, other parts of your body will respond as well. Truly, every organ, gland and tissue benefits from the Cleanse.

In recent years, medical experts have begun to understand the seemingly intangible relationship between physical and mental health. Good health is more than a disease-free body. Good health is a stress-free frame of mind — and vibrant energy. With the Cleanse Thyself Program you will not only rid yourself of toxic waste; you will also release disease-causing toxic feelings and emotions. In a very real sense, it’s as if the toxic emotions are stored with the toxic waste. And as one is purged, so is the other. With the Cleanse Thyself Program, a total sense of well-being can be created: a healthy body and a healthy mind.

This program was first introduced in 1986. Since then, the Cleanse Thyself Program has proven to be a phenomenal success. Each day letters on top of letters arrive at our home office, each describing a different benefit. More energy. Greater mental focus. Strengthened immune systems. Substantially strengthened digestive systems. Better eating habits. Clearer vision. The list is unending.

This brochure will show you how to cleanse successfully and confidently. This program provides a deeper and more potent cleanse than most others, therefore adequate preparation is required. As one who has guided tens of thousands of people through many different cleansing experiences, I assure you, you will be wise to ***start by reading the directions carefully. Then you must take the time to do each of the simple pH tests, and begin with either the Mildest or the Gentle Phase***

Though it may initially seem a bit complicated, once you use the program, you will find the basic rhythms simple and easy to follow. Also, I want to strongly encourage you to read my books and literature about cleansing, available from Arise & Shine. *The more you understand about cleansing, the more you will gain from the program.* Reading the books will inspire you to cleanse and help you form better habits after cleansing. It is also extremely important to be familiar with how to handle cleansing reactions that may arise for some people. You will enjoy getting to the heart of health with these outstanding materials.

Congratulations to all of you who are taking this important step toward improved health. I applaud your willingness to take responsibility for your health and well being. I pray that the Cleanse Thyself Program will succeed in bringing you closer to your greater potential, love and happiness.

Enjoy the program. Think positive and loving thoughts; receive life’s loving gifts. In my heart I will be cheering you on and praying that you will achieve the transformation you desire.

Sincerely,

A handwritten signature in black ink that reads "Richard Anderson". The signature is written in a cursive, flowing style.

Richard Anderson, N.D., N.M.D.

*Seldom hungry. Feels bright and light.*

*"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. And I am seldom hungry."*

*Jutta Herbst, Halle, Germany*

**MASTER PHASE**

As with the Power Phase, this phase is only recommended for those who have cleansed for three weeks on the Gentle Phase (or a combination of the Mildest and Gentle Phases), have passed their pH tests and have had no cleansing reactions for at least 3 days prior to starting this phase. As the name implies, it is a phase for those who have the strength and balance to exercise above-average self control. It is a phase we work towards. This phase can bring results that may be considered miraculous. In this phase you will eat no meals.

**POWER PHASE**

This phase is only recommended for those who have already cleansed for 3 weeks on the Gentle Phase, or on a combination of the Mildest and Gentle Phases, and who have a good alkaline reserve. As the name implies, this phase is powerful. You are likely to remove many feet of toxic mucoid plaque and pounds of toxic waste. You can eat one meal each day on this phase.

**GENTLE PHASE**

This is the phase most people begin with. The Gentle Phase, or a combination of the Mildest and Gentle Phases, should be used for 3 weeks to gently cleanse and prepare your body for the deeper cleansing of the Power and Master Phases. Although gentle, this phase is a remarkably effective cleansing activity. It will remove a great deal of toxic material and reduce the load placed on your liver and kidneys during the more powerful phases. You can eat two meals each day on this phase.

**How to Start Your Cleanse**

The standard cleanse is three weeks of the Gentle Phase plus one week of the Power and/or the Master Phase. Doing only the Gentle Phase for four weeks, or in combination with the Mildest Phase, is also remarkably effective for those who need to cleanse more slowly.

You determine where to start by taking the three-part pH test described on pages 4 and 5. Assessing your acid/alkaline balance, also referred to as your pH or electrolyte level, will be important to choosing between the Mildest and Gentle Phases. To have the most successful and comfortable Cleanse, you need to supply your body with optimum, alkaline-forming nutrition and electrolyte minerals. If your health level is low or your diet has been acid-forming (see p.11), you should work on boosting your electrolyte levels before you start the cleanse.

The Master Phase is the ultimate Cleansing Phase. For some people this phase is too powerful. The Power Phase may be used by those not yet ready for the Master Phase, and also as a test to see if you are ready for the Master Phase. Experienced Cleansers can go directly from the Gentle Phase to the Master Phase, if they are certain their bodies are strong enough to handle it well.

**MILDEST PHASE**

Almost anyone can cleanse using the Mildest Phase – even those who did not pass the 3 pH tests. This phase is perfect for those whose schedule prevents them from taking on one of the more demanding phases. It is also recommended for those who are extremely toxic or weak. You can eat 2 and 1/2 meals a day on this phase.



# The Cleanse Thyself Program

The Complete Cleanse Kit Includes:

**Chomper (2 bottles) and Herbal Nutrition (2 bottles)**

**Chomper and Herbal Nutrition** are the driving force behind the Cleanse Thyself Program. These two products soften and break up the mucoid plaque and help remove toxic waste from the alimentary canal, and all other organs and cells. For maximum results **these two formulas must be used together.**

**Serving Note:** Typically a "set" of herbs includes 3 Chomper capsules and 3 Herbal Nutrition capsules. Depending on the cleansing phase you have selected, you will take 3 - 5 sets of these herbs each day.

**Liquid Bentonite (2 bottles)**

Bentonite is a clay that has been used by native peoples for centuries as both an internal and external purification aid. Bentonite is known for its highly absorptive properties, drawing out toxins for release from the body. This completely natural clay assists in the removal of mucoid layers and other debris. Arise & Shine's Liquid Bentonite is the most concentrated bentonite on the market. Indeed, it is so concentrated, you may need to squeeze it from the bottle!

**Psyllium Husk Powder (1 canister)**

Psyllium Husk Powder is a fibrous bulking agent that gels and thickens when mixed with water or juice. It works with Liquid Bentonite to help detoxify the alimentary canal. Chomper and Herbal Nutrition loosen the mucoid plaque, Bentonite attracts and absorbs toxic debris, and Psyllium helps carry these toxins and waste materials out of the system.

**Serving Note:** Psyllium and Bentonite are the main ingredients in the Cleanse Thyself Shake. Depending on the cleansing phase you have selected, you will drink 2 to 5 shakes each day.

**Flora Grow (1 bottle)**

Flora Grow provides the healthy intestinal bacteria (flora) that may be depleted by years of poor eating habits, and cleansing. Proper bacteria are essential for a strong immune system, thorough digestion, assimilation of nutrients, and the manufacture of B-Vitamins (including B-12), Vitamin K and various amino acids.



The Complete Cleanse Kit

Chomper is a gentle, herbal formula. It is precisely formulated to thoroughly cleanse not just the alimentary canal, but also the liver, other organs and deep cell tissues.

Herbal Nutrition is one of the most complete herbal nutritional formulas available. When used with Chomper, it will help your body remove the mucoid plaque that lines the walls of your alimentary canal. Herbal nutrition is essential to help strengthen the body during the cleansing process. It is also an excellent daily Vitamin supplement.



*So effective. So needed.*

*"I've been a massage therapist and herbal practitioner for more than 20 years. I have helped many people through nutritional and natural remedies, but I've never encountered anything quite like the Cleanse Thyself Program. It is so effective and so needed."*

*Bill Hunger, Kalispell, MT*

What makes Flora Grow unique is its ability to effectively establish itself in the bowels while promoting a balanced pH environment.

Serving Note: While cleansing, take 1 capsule of Flora Grow after each meal and a half an hour before bed. While on the Power and Master Phases, take 2 or more capsules after the last set of herbs. People with a history of either constipation or diarrhea will do well to increase their intake to 3 capsules after each meal and after the last set of herbs.

Flora Grow must also be taken after you have completed a Cleanse. It will help maintain regularity and avoid hunger.

#### pH Papers (1 roll)

The pH paper will be used for each of the three pH tests. It's an exciting way to gauge your body's electrolyte and health levels.

#### Shaker Bottle with Lid (1 bottle)

This is used to make your Cleanse Thyself Shakes. It's easy to keep clean and very handy to use both at home and when you travel.

## ***Understanding the Cleansing Process***

**A**cid-forming foods, such as meat, sugar and most grains, rob your body of critical electrolytes. When this happens, your bile (that's the intestinal fluid that helps you digest fats) becomes more and more acid. This means poor digestion and the formation of mucoid plaque to protect the body from its acid bile. This plaque can line the entire intestinal tract and inhibit digestion and assimilation. Toxins are then increased rather than eliminated and disease-causing pathogens accumulate.

Unfortunately, at this point things go from bad to worse. Your bowel can no longer manufacture the good things (amino acids, vitamins and enzymes) and is becoming ever more toxic, with pathogenic microbes, mucus, even worms.

Once the bowel becomes toxic, your blood is forced to pick up these bowel toxins and they go straight to your liver. Then, your liver may lose its ability to function normally. And gradually every other organ is affected. If we do not cleanse our bowels and replenish the electrolyte reserves, our body's ability to heal itself is greatly diminished.

Over the years we have seen overwhelming evidence that the Cleanse encompasses more than the bowel. It also "pulls out" the negative emotions, which have become stuck in proteins. This theory is supported by science and by the thousands of cleansers who have shared with us their experiences in releasing old negative thought and emotional patterns while cleansing, which had undoubtedly contributed toward their old disease conditions.

#### ***How to Make A Cleanse Thyself Shake***

- 1 Tablespoon Liquid Bentonite (or more)
- 1 TEAspoon Psyllium Husk Powder
- 8-12 ounces of water (preferably distilled)

Note: 2 to 4 ounces of the water may be substituted with fruit juice. However, those who have sugar or yeast problems must not have any sweet juices.

Add the Bentonite to the water or juice in the 16-ounce shaker bottle, then add the Psyllium and shake vigorously. Drink immediately as the shake will begin to thicken. Drink 8 ounces of water immediately after.



## Are You Ready to Cleanse?

Most people in the Western World are deficient in electrolytes. The pH test will help indicate an electrolyte deficiency that would inhibit the cleanse process, and initiate unnecessary and unpleasant or even harmful cleansing reactions.

The following three-part pH test will help you discover your pH profile. It is simple to perform and well worth the effort. *All cleansers must complete all parts of the pH test before beginning to cleanse.* It is highly recommended that the saliva and lemon parts of the test be repeated halfway through the Gentle Phase, and again prior to starting the Power or Master Phases.

*Your pH test results will tell you whether you need to pay extra attention to boosting your electrolytes, both before and while cleansing. If you have a serious health condition, consult your physician before cleansing.* Note: Medical doctors seldom, if ever, have any education or experience with cleansing, fasting, herbs, or with organic electrolytes. They also do not understand cleansing reactions. Therefore you may be wise to consult with a naturopathic physician rather than an M.D.

Those who do not score a passing pH should stop eating acid-forming foods, see page 11. The body needs a

diet rich in alkaline-forming foods: fruits and vegetables high in organic sodium, potassium, calcium and magnesium. These are the alkalizing electrolyte minerals most widely used by the body. Arise & Shine's Alkalizer (or ElectroLife for those who are sugar or yeast sensitive) provides a concentrated source of these electrolyte minerals, as can **the vegetable mineral broth**, see page 11. Even if you fail the pH tests, you may proceed with *the Mildest Phase, but only if you take care to acquire an abundance of alkalizing minerals to offset your body's depletion.*

Once you have increased your alkaline reserves and passed the saliva and lemon parts of the pH test, then you can graduate to cleansing with the more advanced phases.

### Please Note:

- Checking your urine pH during a cleanse will *not* give you an accurate reflection of your electrolyte levels. During a cleanse your body is removing stored acids, so your urine will have a very low pH. The saliva and lemon tests remain more accurate while cleansing, but even these may be “off” during a period of rapid acid release as toxins are being removed.
- Some people who are highly toxic, especially those who have had yeast infections, are encouraged to begin to take Flora Grow 3 or more days before cleansing.

### Get Ready to Test

You will need pH papers, pen/pencil, paper and a lemon. No food or juice should be taken for 2 hours before beginning any part of the pH test.

## Part #1: The Saliva Test

With your saliva, wet a small strip of pH paper and compare its color to the nearest color indicated on the pH paper dispenser. **Do not lick** the pH papers or put saliva on your fingers, spoon, etc. Spit directly on the pH paper. The color chart may not always match the readings exactly — just use your best judgment. Record the date and the results on a piece of paper. **Do not rely on this part of the test alone.**

### Interpreting Part #1:

**6.0 or below:** This indicates that you may be seriously depleted of electrolytes, and that there could be potential problems associated with exercising or cleansing. You must replenish your alkaline reserves before doing any cleansing. Do not exercise strenuously. Proceed to Part#2.

**6.1 - 6.3:** Indicates depletion. May not be serious, but electrolytes are low. Proceed to Part#2.

**6.4 - 6.8:** You passed! Very good sign. Proceed to Part#2.

**6.9 or higher:** Something may have interfered with the reading, such as stress or excitement. Wait about one hour and test again. If the results remain the same, it indicates psychological stress, possibly caused by drugs, emotions, infections, parasites, etc. Continue on with Parts #2 and #3.



## Part #2: The Lemon Test

This can be done immediately after the saliva test. Squeeze the juice of 1/2 of a lemon into 2 ounces of distilled water. No sweeteners! Take all the juice only once, at the start of the test. Swish it in your mouth, then swallow. Wait for 2 minutes, then begin a series of 6 saliva pH readings, with the pH paper. Wait 60 seconds between each reading. Record each reading. At least one of the last 3 readings must show a passing result to pass this part of the test.

### Interpreting Part #2:

**8.0 or higher:** You passed! This indicates that your liver has adequate alkaline reserves available, which is a positive health indicator. If you also passed Part #1, you are in good shape to cleanse. Proceed to Part #3.

**7.5 - 8.0:** You barely passed. You may cleanse but should boost your electrolyte minerals while cleansing.

**7.0 - 7.4:** Indicates that you have some reserve of alkaline minerals, but not as much as is needed. Work on increasing your electrolyte reserves. Proceed to Part #3. You may only start with the Mildest Phase.

**6.9 or below:** Indicates a possible serious condition. Electrolyte reserves are very low and both the liver and digestion are affected. Proceed to Part #3. Only the Mildest Phase may be used. Support from an expert health practitioner is advised.

## Part #3: The Urine Test

To complete this test you'll need to devote a day to eating only vegetables and their juices. The next morning, wet a strip of pH paper in a mid-stream of urine. Record your result.

### Interpreting Part #3:

**7.0 or above:** You passed! A pH of 7.0 or above after eating only alkaline-forming foods (only vegetables), indicates your body has a good supply of electrolytes and is eliminating the excess through the urine.

**6.5 to 6.9:** Indicates some depletion, although not a serious one. Your body is storing some electrolytes but is releasing some as well. Replenish your electrolytes fully before cleansing.

**5.6 - 6.4:** Depletion is more serious. The only cleanse you should consider is the Mildest Phase, which allows 2.5 meals per day.

**5.6 or below:** A pH in this range indicates the body is very depleted and has no electrolyte reserves. It is unlikely that you would have passed Parts #1 and #2. At this point we strongly recommend that you focus on replenishing your electrolyte reserves (by eating a diet rich in alkaline-forming foods) before beginning a cleanse.

### *Self-awareness.*

*"It seems that every time I do the Cleanse, I become acutely aware of how food affects my body. Further, each Cleanse has eliminated a "trigger" food for me. For example, after the first Cleanse, I no longer had a desire for ice cream; the second Cleanse it was chocolate; and the third eliminated any desire for coffee and fried foods. After doing the Cleanse, I now know what really nourishing myself is truly about."*

*Caitlin Burich, Austin, TX*

### *No deprivation. Better eating habits.*

*"I've tried other cleanses but nothing's worked as well as the Cleanse Thyself Program. My body has changed dramatically. I digest food much more rapidly. And I now eat a more alkaline diet without any effort or feeling of deprivation. I feel so much better!"*

*Diane Klein, Carlsbad, CA*



# How to Cleanse within Each of the Four Phases

## Mildest Phase

On this phase you should concentrate on maximizing your alkaline reserves. Your breakfast should consist only of fresh fruit. You can eat lunch and dinner, but make sure your meals are made up of food from the alkaline-forming list on page 11. During this phase it is essential that you avoid the acid-forming foods also listed on page 11. If you failed any of the pH tests, it would be wise to supplement your diet with Alkalizer or ElectroLife and vegetable juices.

### This phase includes a daily intake of:

- 2.5 highly alkaline-forming meals (see page 11).
- 2 Cleanse Thyself Shakes (begin your day with a Shake).
- 3 Herbal Sets

The average serving is 3 Chomper and 3 Herbal Nutrition capsules or more according to your need (see “How much Chomper” on page 9). Take each set 1-1/2 hours after each meal.

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**Call Cleanse Support  
with any additional  
questions or concerns:  
1 (541) 282-5601**

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- All the fresh, organically grown vegetable juice you wish — carrot, and especially celery and kale juices are healthful. Those who did not pass the pH test should drink only vegetable juice and refrain from citrus fruits.

- 1 or more Flora Grow after each meal. (See serving note on page 3, under “Flora Grow”).

- Strongly consider using Alkalizer or ElectroLife to boost electrolyte minerals, and Ultimate Food Complex or PowerUp, and Liquid or Dehydrated Minerals for nutritional support. (See back cover).

## Gentle Phase

This is a very important phase. Indeed, *no one should begin the more powerful phases without first doing the Gentle Phase (or a combination of the Mildest and Gentle Phases) for 3 weeks.* And each subsequent time you cleanse, you should begin with at least 2 weeks of this phase. Removing too much waste too rapidly places an unnecessary burden on your organs. What took months, years, or a lifetime to create cannot be cleaned up in a week's time. Also, it usually requires *about* 1 week for the herbs to prepare the mucoid plaque to be removed.

In this phase you may have two meals a day. Your meals should include foods like fruits and vegetables, and salad greens. Potatoes may be eaten to slow the cleansing process. See page 10 for eating guidelines.

For first-timers, the elderly, meat eaters, those with chronic diseases and physical problems, we recommend that you stay on the Gentle Phase for 3 weeks. This will reduce the stress on your liver and kidneys by giving them more time to process waste. *The longer you stay on the Gentle Phase, the more toxins you will remove and the easier the deeper cleansing phases will be.*

### This phase includes a daily intake of:

- 2 highly alkaline-forming meals (see page 11).

- 3 Cleanse Thyself Shakes (begin your day with a Shake).

- 5 Herbal Sets.  
The average serving is 3 Chomper and 3 Herbal Nutrition capsules, or more according to your need. Take each set of herbs 1 and 1/2 hours after each shake and 1 and 1/2 hours after each meal.

- All the fresh, organically grown vegetable juice you wish — carrot and especially celery and kale juices are healthful. Those who did not pass the pH test should drink only vegetable juice and refrain from citrus fruits.

- One or more Flora Grow after each meal. (see serving note on page 3).

- Supplements may include: Alkalizer, ElectroLife, Ultimate Food Complex and Liquid or Dehydrated Minerals.

- Take an enema if a cleansing reaction occurs.



## Power Phase

This phase is an extremely powerful phase. You will remove a significant buildup of **toxins** and perhaps many feet of mucoid plaque.

Before undertaking the Power Phase, we recommend that you begin with three weeks on the Gentle Phase. This allows your body to process waste and toxins more slowly and more productively. Even those who are healthy eaters and have already accomplished a prior cleanse should do at least 1 week of the Gentle Phase before beginning this phase.

### **This phase includes a daily intake of:**

- 1 highly alkaline-forming meal (see page 11).
- 4 Cleanse Thyself Shakes (begin your day with a Shake).
- 5 Herbal Sets

The average serving is 3 Chomper and 3 Herbal Nutrition capsules, or more according to *your* need (see “How much Chomper” on page 9). Take each set 1 and 1/2 hours after each shake and 1 and 1/2 hours after each meal.

- All the fresh, organically grown vegetable juice you wish — carrot and especially celery and kale juices are healthful.
- 2 or more Flora Grow, 1/2 hour before bed. See serving note on page 3.
- 1 enema daily is recommended, and another, as needed, if a cleansing reaction occurs.

Note: If you're having a cleansing reaction (discomfort, diarrhea, vomiting, headaches, fatigue or dizziness), see page 8 under “Cleansing Reactions.”

## Master Phase

This is the ultimate cleansing phase. It is on this phase that people receive the greatest results. Before you choose the Master Phase, you must successfully pass and fully complete the following essential preliminary steps:

- Have passed each of the 3 pH tests before cleansing. Your alkaline reserves must be within the healthful range.
- Have spent three weeks on the Gentle Phase.
- Have had no cleansing reactions within the last 3 days.
- Feel strongly that this is the right phase for you.

In addition to doing three weeks on the Gentle Phase, we also recommend that you “test” your body's readiness by doing three days on the Power Phase. If you have cleansing reactions (headaches, dizziness, vomiting, weakness or tiredness), you are not ready to do the Master Phase!

### **This phase includes a daily intake of:**

- 5 Cleanse Thyself Shakes (begin your day with a shake).
- 5 Herbal Sets.  
The average serving is 3 Chomper and 3 Herbal Nutrition capsules, or more according to your need (see “How much Chomper” on page 9). Take each set of herbs 1 and 1/2 hours after each shake.
- Eat nothing during this time, but drink all the fresh, organically grown vegetable juice you wish — carrot and especially celery and kale juices are healthful.
- 2 or more Flora Grow, 1/2 hour before bed. See serving note on page 3.
- Take an enema (or colonic) twice a day. If you don't take enemas or colonics, you may need to increase the amount of Chomper and Herbal Nutrition in order to have at least 3 or 4 bowel movements per day.

Remember: You are responsible for your own body. Cleansing is about health, not about pushing yourself too hard. You will receive the most benefit if you do the phase that is right for you!

# Special Issues for All Cleansers

## Cleansing Reactions:

When the body pulls out toxins faster than the elimination organs can get rid of them, they get reabsorbed into the blood and liver. Cleansing reactions (discomfort, diarrhea, headaches, lightheadedness, nausea, fatigue, etc.) then can occur. Slow down. Assist your elimination organs by taking an enema, drinking more water, and taking more electrolytes. You can also eat some cleanse-slowng foods (see page 10). If necessary, go back to a slower phase and wait until your body has had no cleansing reactions for your last 3 days before going into the next, deeper phase of cleansing.

If you are experiencing a cleansing reaction (discomfort, diarrhea, vomiting, headaches, fatigue or dizziness, etc.), an enema will often give quick relief. A coffee enema may be used twice per week, following the regular enema. This will help clear the liver and stop most cleansing reactions. Mild cleansing reactions are common. These reactions are your body's way of telling you it's getting rid of toxic waste.

Some people who have cleansing reactions could avoid them if they would drink more water. It is far better to drink extra water, than too little. Dr. Anderson recommends drinking 1 ounce per pound of body weight each day, while cleansing during warm weather, to half that amount in cooler temperatures. This is in addition to shakes and juices.

If you experience sustained discomfort after taking the steps suggested above, you may want to consult your health care practitioner. Many practitioners are familiar with this cleanse and can help you adjust the program to fit your needs. There are also times when it is best to delay a cleanse and work with your practitioner until you are strong enough to cleanse.

## Enemas:

Enemas and colonics may be beneficial while cleansing. They enhance cleansing and are helpful any time a cleansing reaction occurs. They are recommended once daily on the Power Phase, and twice daily on the Master Phase. This is an excellent way to quickly, easily and safely rid your body of toxic waste, and lighten your entire cleansing experience. A coffee enema may be used twice a week provided you have passed your pH tests.

## How to Stop a Cleanse:

If you are doing the Mildest or Gentle Phase, you can stop the cleanse simply by taking Flora Grow and eating well. If you are doing the Power or Master Phase you must do the following:

### On the 7th day:

1. After 3 p.m. stop taking the shakes. In their place, drink fresh vegetable juice. Or, you may eat fruit. Apples help the bowels to move and this is the key to breaking any kind of a fast — move the bowels.

2. In the evening, either drink fresh juice for supper, or eat all the fruit you want, or make vegetable broth. Sip slowly. Do not mix these foods.

3. Take 4 Flora Grow, 5 minutes after your meal.

4. 1-1/2 hours after "supper", take the normal amount of herbs.

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**Note:** The most critical activities after cleansing or fasting include: 1) drinking plenty of water. (It is common for people to become dehydrated during this time. It is far better to drink too much water than too little.), 2) preventing constipation. (Essential to keep your bowels moving well are water, friendly bacteria and adequate dietary fiber.)

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### On the 8th day:

1. In the morning, drink between 24 and 32 ounces of water and then take 1 shake without Bentonite.

2. You should have a bowel movement in the morning. If you do not, take an enema.

3. Have breakfast. Any fresh fruit would be fine, but do not mix citrus or melons with any other fruits. Avoid cooked food and dairy. After eating, take 4 Flora Grow.

4. Lunch should consist of either fresh fruit, lightly steamed vegetables or freshly made vegetable broth. After eating, take 4 more Flora Grow.



## Cleanse Results

5. Supper should consist of fresh raw salad. After supper, take 4 Flora Grow. Two hours after supper, take about 3 Chompers and 3 Herbal Nutrition.

6. For at least 5 days following the 8th day, take 2-3 Flora Grow after lunch and dinner.

7. Maintain the diet listed on page 11, have 1 cleanse shake each morning (without bentonite), and follow it 1 and 1/2 hours later with herbs for at least 7 or more days following cleanse completion. Then maintain a transition diet of 80% alkaline-forming and 20% acid-forming foods. Gradually cut back on the herbs (Chomper and Herbal Nutrition).

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### Regularity Note:

Remember, a healthy person will have 3 to 4 bowel movements daily. Ideally this includes 1 first thing in the morning, and 1 within 30 minutes after each meal. After cleansing, you should maintain a minimum of 2 bowel movements daily, 1 first thing in the morning and 1 within 30 minutes after a meal. Anything less is constipation. Use Chomper and Herbal Nutrition to assist in maintaining regularity until your bowel is strong enough to do this on its own. Some persons may require further or specially targeted cleansing and rebuilding to achieve optimum regularity, especially where yeast overgrowth has occurred, or heavy metals toxicity, or other bowel weakening conditions.

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### How much Chomper:

“The proper amounts of Chomper for you must be determined by you, according to how your body responds. Most people start with 3 Chomper and 3 Herbal Nutrition. The goal is to have 3-5 bowel movements per day that are soft, yet formed.

- If your stools are loose or runny, cut down your dose of Chomper. For a good cleanse you must have at least 3 Chomper and 3 Herbal Nutrition. (If your stools are loose or runny with only 2 Chomper capsules, you may need to supplement Chomper with Chomper Aid. Chomper Aid is the same formula as Chomper, minus the herbal laxative.)
- If your stools are sticky, hard or dry, or you experience constipation\*, increase your intake of water, Chomper, and Herbal Nutrition slowly until stools are soft yet formed. You should have 3-5 BMs daily on all phases, unless you take enemas; then it's less. Additional Flora Grow can be helpful. See page 3.

\*A highly constipated person may safely take 30-50 Chomper tablets per day. Dosage should be increased slowly, noting how the body responds. Too much Chomper could cause diarrhea.

There are many signs that your cleanse has been successful. These may include increased energy; more joy and love; health; stronger immunity to disease; healthier skin, hair and nails; loss of wrinkles; loss of excess weight, and better digestion to name a few. For many people another sign is the elimination of mucoid plaque.

Mucoid plaque is a term coined by Dr. Richard Anderson who describes mucoid plaque as a gel-like, viscous and slimy mucus that forms as a layer or layers covering the inner lining of various hollow organs, especially all the organs of the digestive canal. Mucoid plaque appears to develop in the presence of acids, wherein the mucus is secreted and coagulates. It can then compound with other elements, forming an increasingly firm substance.

Not everyone has mucoid plaque. Truly healthy people do not find mucoid plaque. In addition, persons who have had a high intake of table salt have trouble removing plaque. Dr. Anderson theorizes that the salt may harden the plaque in a way that resists the herbal cleansing action. However, estimates based on our customer testimonies indicate that more than 95% of the people who have done the Cleanse Thyself program have eliminated at least some mucoid plaque.

For those who want to determine whether or not they have eliminated mucoid plaque, the information on the following page will be helpful.

### *Understanding Mucoid Plaque*

In most persons, mucoid plaque is about 1/64th to 1/4th of an inch thick, but occasionally it may be more than 1 inch thick. It is sometimes stiff and hard, but usually it is soft and flexible. It may also be in a liquid like state due to the action of the herbs. It may be goeey and mucus like. Generally it holds together quite well (unlike the Cleanse Thyself Shake which clumps or is jelly-like in water). Mucoid plaque may be any of several colors including white, yellow, gray, greenish, tan, light or dark brown, black and often, is blackish green. It is not uncommon for pieces to be more than 2 to 4 feet long, but the average is 6 to 18 inches.

Some people ask: "How do I know I'm not just eliminating the shake substance?"

The shake substance, after passing through the body, is never shiny or smooth. It never has evenly spaced lumps, creases, overlaps or striations. If you were to look carefully at the psyllium substance with a magnifying glass, you would see something like miniature pollywog eggs. These have very tiny, egg-like centers surrounded by about 1/64th inch of a jelly like

substance. You have to scrutinize carefully to see it. The mucoid plaque looks nothing like this.

Mucoid plaque is often somewhat shiny. It may look like thin or thick pieces of leather or rubber. Or, it may be in globs, or hard pieces, large or small. Some pieces may look like rope, showing striations, smoothness, overlaps, or creases if it comes out in large enough pieces for them to be seen. It does not immediately fall apart in water like the shake substance does.

When a large piece of plaque comes from the upper intestines, it normally shows definite striations. Plaque from the lower ileum is smooth, usually shiny with no bumps, striations or curvy shapes. Plaque from the colon has characteristic bumpy shapes and overlaps caused by the accordion-like haustrations in the colon.

Another way to identify mucoid plaque is to cut the eliminated material apart (wearing rubber gloves of course). It can usually be broken and examined. If you have eliminated a complete section, you may see a definite mass inside (psyllium) which is different from the outside, either in color or texture. Then you know for sure that you have removed a mucoid layer, as the shake substance inside always looks different from mucoid plaque. Even if you are still eating some food on the cleanse, or have taken a dark-colored juice, the color of the shake substance may be dark like the plaque, but the texture will be very different. Pieces of plaque may also come out without the shake substance.

While on any of the phases, eat no meat, dairy products, salt, sugar or foods with added sugar in them. Get into the habit of reading labels; this will help you know what you're actually consuming. Have no fried food or foods cooked in oils. Limit your oil intake to cold-pressed organic olive oil and flax seed oil. Honey, organic maple syrup, stevia and date sugar sweeteners are acceptable. For optimum cleanse results, eat as many raw foods as your body can handle well (80% raw and 20% cooked is a good guideline for most people). If your digestion is very weak, you may need to eat some steamed or baked vegetables. Eat all the fruit, salads and raw or cooked vegetables you want. Those with a sugar or yeast problem should take only vegetables and non-sweet vegetable juices. Try to have at least 1 raw meal per day and plenty of fresh vegetable juice and/or fruit juice. Three to five glasses per day (or more) of fresh, raw, organic juice is suggested for maximum benefit while cleansing. Drink water as often as possible, but not with a meal. Water is a critical addition to the cleansing process. Drink about 1 ounce of water per pound of body weight on a hot day, half that on a cool day. Vegetable mineral broth is a fantastic food resource to help provide electrolyte minerals while cleansing, and may be taken regularly (see page 11).

Limit all potatoes and soaked/sprouted grains or beans to only once or twice a week. Soak all grains and beans overnight before you lightly cook them, or sprout them to eat raw. Millet and quinoa, though more alkaline-forming grains, should also be limited to once or twice a week. Remember, grains, cooked root vegetables and legumes slow down the cleansing and the elimination organs.



All the vegetable juices are high in electrolytes. Carrot juice is a wonderful, nutrient-rich food choice — but it is high in sugar. Therefore, those who need to restrict their sugar intake may need to dilute it with water or other vegetable (especially nutritious green) juices. Fruit juices may also need to be diluted. You can eliminate fruit juice entirely if you choose. Green vegetable juices may be used freely.

Limit snacks to fruits, vegetable juices, and mineral broths made from vegetables. **Make a potent mineral broth by chopping 3-4 whole potatoes (with skins on), 3-4 stalks of celery, and a large handful of vibrant greens into 3 quarts of distilled water.**

**Simmer for 20 minutes, strain out the chunks and drink.** May refrigerate for use during the day. Snacks may be taken 20 minutes before or after herbs.

If you follow these suggestions, you will condition your body for cleansing in a gradual way and that may keep you from feeling down, sluggish or toxic.

### The Protein Myth

Many more people are sick because of too much protein rather than not enough. Protein is in all fruits and vegetables. Though meat eaters consume more protein, they actually have more protein deficiencies than vegetarians because of dysfunctional liver and digestive activity resulting from intake of too many acid-forming foods.

However, if anyone desires more protein, they can take Ultimate Food Complex or Power Up, which contain concentrated, easily assimilated protein from plant sources. All fruits and vegetables contain more protein than most people realize. Call your distributor, practitioner or health food store for more information.

### Acid-forming Foods. Avoid entirely.

Alcohol  
 All processed foods with wheat or "white" flour  
 Black pepper  
 Bottled salad dressings  
 All Bread  
 Cake  
 Canned and frozen food  
 Chocolate  
 Cigarettes  
 Coffee  
 Complaining  
 Cooked grains, except Millet and Quinoa  
 Dairy (butter, cheese, ice cream, milk, etc.)  
 Distilled vinegar  
 Eggs  
 Foods cooked with oils  
 Fruits that have been glazed or sulfured  
 Meat, fish, birds, shellfish  
 Nuts, seeds and legumes  
 Pasta  
 Popcorn  
 Processed cereals  
 Processed milks (soy, rice, almond, oatmeal)  
 Salt  
 Soda crackers  
 Soft drinks  
 Sugar  
 Tea (except herbal, caffeine-free tea)  
 Tofu and soy products

### Akaline-forming Foods. Consume freely. Buy Organic!

(Studies have shown that organically grown produce has as much as 300% more minerals and total nutrition than commercially grown produce. Health cannot be maintained without an adequate supply of minerals.)

All fresh fruits  
 All raw vegetables  
 All salad greens  
 All sprouts — grains\*, beans\*, seeds, nuts\*  
 Apple cider vinegar (raw)  
 Dates  
 Dried apricots  
 Dried figs  
 Appreciation  
 Dulse  
 Fresh or dried seasoning herbs  
 Fresh, raw juice  
 Fun  
 Grapefruit — Do not mix citrus or melons with any other foods.  
 Herbal Teas — no caffeine.  
 Honey\*  
 Joy  
 Maple Syrup, organic  
 Melons  
 Millet\*  
 Molasses  
 Lima Beans\*  
 Potatoes\*  
 Quinoa\*  
 Raisins  
 Raw, cold-pressed, organic olive oil  
 Raw, cold-pressed, organic flax seed oil

\*These foods will slow down the cleansing process, reduce the amount of plaque removed and therefore should be limited.

Note: We have wonderful "un-cooking" books that give ideas on raw food preparation including how to "soak" and "sprout" foods.



# Sample Cleanse Schedules/Cleanse Record\*

	MILDEST PHASE	GENTLE PHASE	POWER PHASE	MASTER PHASE	Day 1	2	3	4	5	6	7
6:30	Shake	Shake	Shake	Shake							
8:00 *	Breakfast* & Flora	Herbs	Herbs	Herbs							
9:30	Herbs	Shake	Shake	Shake							
11:00	/	Herbs	Herbs	Herbs							
12:30 *	Lunch* & Flora	Lunch* & Flora	Lunch* & Flora	Shake							
2:00	Herbs	Herbs	Herbs	Herbs							
5:30	Shake	Shake	Shake	Shake							
5:00	/	Herbs	Herbs	Herbs							
6:30 *	Supper* & Flora	Supper* & Flora	Shake	Shake							
8:00	Herbs	Herbs	Herbs	Herbs							
9:30	/	Herbs	Flora Grow	Flora Grow							

**\*General Guidelines:**

Fresh juices, Ultimate Food Complex, PowerUp, Liquid Minerals, Alkalizer, etc. may be taken with meals, or approximately 20 minutes before or after meals or herbs to receive maximum value. If genuinely hungry, snacks of fresh raw fruit or vegetables may also be taken at other times, as long as you avoid taking anything nutritional within a minimum of 45 to 60 minutes before and after a psyllium shake (anything that contacts the shake will be absorbed by it and eliminated). Everything except Liquid Minerals may be taken

as often as desired. Liquid Minerals should only be taken 1-2 times daily. If you get off schedule, it is OK to have only 1 hour between a shake and the herbs, or the herbs and a shake. In general, snacking creates extra work for your digestive system, so avoid it unless really hungry. Sticking as closely as possible to the rhythm of the suggested cleanse schedule makes for the most effective and comfortable cleanse experience possible for you.

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11:00	/	Herbs	Herbs	Herbs							
12:30 *	Lunch* & Flora	Lunch* & Flora	Lunch* & Flora	Shake							
2:00	Herbs	Herbs	Herbs	Herbs							
3:30	Shake	Shake	Shake	Shake							
5:00	/	Herbs	Herbs	Herbs							
6:30 *	Supper* & Flora	Supper* & Flora	Shake	Shake							
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# Additional Healthful Options

Arise & Shine offers a wide array of products to enhance and support the cleansing process. The products listed below represent only a partial list of what's available. If you need additional products and product information for your Cleanse, please call 1-800-688-2444. For cleansing questions, call our Cleanse Support Line: 1-541-282-5601. The Arise & Shine staff will be happy to help you.

Visit our website at [www.ariseandshine.com](http://www.ariseandshine.com)

## Books & Information on Cleansing

Dr. Anderson's comprehensive series on digestive cleansing is strongly suggested for cleansers; it offers a wealth of critical cleansing information, not available anywhere else. Dr. Anderson's *Cleansing Reaction and the Healing Crisis* booklet and *The Doctor-Patient Handbook* by Dr. Bernard Jensen are highly recommended. Excellent cookbooks are available, as well as three books which offer spiritual support to encourage cleansers: *The Essene Gospel of Peace*, *Unveiled Mysteries*, and *The Magic Presence*. A scientific adventure reveals recent discoveries of how the emotions control physiology in *Molecules of Emotion*.

## Power Up!

Gives you an incredible spectrum of vitamins, beta carotene, antioxidants, pigments, fatty acids and more. Next to Ultimate Food Complex, this is one of the most complete food and herb concentrates ever developed.\*

## Arise & Shine's Alkalizer

If you've taken the pH tests and discovered that your alkaline reserves are low, Alkalizer, along with a diet high in alkaline-forming foods, is what you need. This product is the most concentrated source of organic potassium, sodium, calcium, phosphate, chloride, magnesium and other alkaline electrolyte minerals. Those who have sugar problems, such as hypoglycemia, diabetes or candida, should take Electro-Life instead.\*

## Super Antioxidant Blend

If you know what antioxidants can do for the body, you will never stop taking them. Clinical studies have shown that antioxidants are highly effective in protecting our bodies, and they restore balance to body systems. They are effective in combating cell damaging free-radicals which contribute toward aging and poor body function. This formula is the most advanced formula available.\*

## Ultimate Food Complex

The ultimate, high-power, energy supplement, Ultimate Food Complex is easy for your body to use. It provides critical alkalizing minerals along with a vast spectrum of vitamins, beta carotene, antioxidants, chlorophyll, pigments, lipids, fatty acids, amino acids and much more. Even persons with poor digestion receive all the essential building blocks necessary for a strong and healthy body from this concentrated blend of super whole foods. Thus it helps to break the downward cycle of poor nutrition, poor digestion and cell degeneration. We believe that no other product is as full of vital nutritional ingredients. We recommend it most highly. Available as powder or in capsules.\*

## Dehydrated Minerals and Liquid Minerals

Arise & Shine offers these trace minerals in both a liquid and a dehydrated formula. The dehydrated formula is highly effective and easier to take, yet it does not seem to be as easily assimilated. Each formula offers chelated and colloidal minerals obtained from plant deposits left by a prehistoric forest and free from toxic chemical contamination. These formulas are a perfectly balanced

array of vital trace minerals, which have been used with success for more than 70 years.\*

## Cayenne

This powerful pepper has been used for centuries as a medicinal and culinary herb. Cayenne increases the effectiveness of the other herbs and is used to stimulate the body supporting the free flow of bodily fluids and thereby more efficient elimination of wastes. Many cleansers have claimed that taking 3 capsules with each set of herbs have greatly increased the amount of mucoid plaque expelled. However, some cleansers cannot tolerate Cayenne's stimulating action. Start by using Cayenne with meals and increase slowly. If you have a tolerance for it, increase slowly to a maximum of 3 capsules each time the herbs are taken. Available in capsules and as a tincture.\*

## AriseNzyme

AriseNzyme is a highly effective digestive aid. Full of 12 high potency enzymes, AriseNzyme is designed for those who are seeking better digestion and assimilation of proteins and carbohydrates, including sugars, starches, and cellulose. We have added Isolase, a special enzyme that helps digest isoflavons, which are abundant in soy and other foods and are known to protect the body from various dis-eases.\*

## PapayaZyme

Enzymes are vital to our health. They aid digestion by helping us break down food and use the nutrients to build healthy bodies. Yet cooking of any kind destroys the enzyme content of our food. PapayaZyme is an excellent choice to replace the enzymes lost in cooking. Pure freeze-dried green papaya powder.\*