

WHY DETOXIFICATION?

“Our chance to go from eating and living mindlessly to mindfully”

Detoxification and cleansing protocols are growing increasingly popular. The basic premise behind them is that the body tends to accumulate more toxins living in our modern world than its natural detoxification system (liver, kidneys, lungs, digestive system and skin) can handle. What are “toxins” and why is it so important to get rid of them? Toxins are considered any substance or environmental influence that disturbs metabolism and can result in chronic illness. Research shows that chemicals from pesticides, chlorine, bleach, ammonia and carbon monoxide can build up over time and cause disease. According to recent statistics, between \$568 and \$793 billion is spent per year on treatment for environmentally-caused disease. These studies also expose connections between environment and the development of many chronic degenerative diseases.

How do chronic diseases really begin? Some scientists believe they begin with a gene-environment mismatch. Heavy metal toxicity in the environment can affect all organ systems, especially the central nervous system, peripheral nervous system, gastrointestinal system, renal, cardiovascular and hematopoietic systems. Research points to clear links between heavy metals and ADHD, allergies, Alzheimer’s Disease, Autism, autoimmune diseases, kidney disease and cancer. Possible associations also exist between toxins and chronic fatigue syndrome, fibromyalgia, menstrual disorders, osteoporosis, Parkinson’s Disease, neurobehavioral issues, fertility issues and peripheral neuropathies. Let’s talk for a moment about one of my favorite toxins...mercury. Believe it or not, high fructose corn syrup (HFCS) contains trace amounts of mercury due to manufacturing processes. Consumption of HFCS (rampant in the U.S.) can lead to zinc deficiency. Certain artificial food color additives can also lead to zinc deficiency. Why do we care so much about zinc? It’s one of the most important minerals for glucose and insulin sensitivity.

Another devastating group of environmental toxins are known as endocrine disruptors, environmental xenobiotics or xenohormetic molecules. These include DDT, PCBs, Bisphenol A (BPA), Dioxins and PBDEs. These toxins produce 4 and 16 hydroxylated estrogen derivatives, considered the most carcinogenic and also implicated in some breast cancer tumors. We can find these chemicals in meat, fish, eggs, produce, plastic food containers and some drinking water sources.

What are we to do? Are we doomed as a society, each generation becoming more toxic than the last? Let’s not panic, but let’s be more pro-active. Food is now thought of as “information” that can alter all cellular function in the postprandial state or just after eating. This is when the levels of xenohormetic molecules are at their highest. Improving the quality of our foods (organic whenever possible) can help nourish our organs of detoxification.

These clean foods can help our bodies detoxify through cellular, hepatic, gastrointestinal and renal pathways. Sadly, the U.S. is considered an overweight yet undernourished society, eating on the run, eating processed foods and crops grown in poor quality soil leading to loss of nutrients. The Standard American Diet (S.A.D.) is high in saturated and trans fatty acids, low in fiber, high in refined grains, high in refined sugars, high sodium and low consumption of fruits and vegetables. A diet that shifts the body’s metabolic function toward diseases of inflammation and imbalances in macronutrients, micronutrients and phytonutrients.

Hopefully we all have a better understanding of why we are so toxic and sick, why we need to eliminate toxins from our bodies and then move towards a healthier eating and living lifestyle. Not convinced? Let’s see if you have any of the most common signs/symptoms of toxicity, shall we? These can include generalized muscle aches, difficulty concentrating, general malaise, fibromyalgia, chronic fatigue, food allergies/sensitivities, chemical sensitivities, kidney distress or elevated liver enzymes. Sound familiar? Many people ask me if it’s really necessary to do a detoxification program. “Detoxification” is a way to normalize the body’s ability to metabolize xenohormetic or xenobiotic compounds, while temporarily reducing the incoming toxic burden. You can do this in a 10 or 14 day cleanse (or longer) after completing a Detoxification Questionnaire so that we can understand which body systems need the most support. You can go to our website for the Questionnaire. Doing a Cleanse or Detox is also easier if you have a buddy, partner or spouse to do it with. Check out our special Detoxification Packages in the Publicize or Community Datebook section of this paper! You’ll receive 10% off any Detox kit, a free shaker bottle and a free canvas tote bag to use when you grocery shop for your new healthy snacks and foods. This special is good for the month of September!



**IMPROVE YOUR HEALTH...
IMPROVE YOUR LIFE!**

- ↓ Body Fat
- ↓ Diabetes
- ↓ Cholesterol
- ↓ Hormonal Imbalances
- ↓ Metabolic Syndrome
- ↓ Gluten Allergies
- ↓ Chronic Fatigue
- ↓ Gut Imbalances

Longevity is not a gift, it has to be earned.
Discover a medication-free approach to better health,
better energy and longevity. **ARE YOU READY?**

Tricia Talerico, D.C., M.S., Nutr.
Nutrition and Weight Loss Center of Ocean
Dow Plaza • 1819 Highway 35 North
Oakhurst, N.J. 07755
732-609-3366



By Tricia Talerico, D.C., M.S., Nutr.

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