

# Cleanse Guide





# Welcome!

Cultivating a perfectly healthy lifestyle is difficult at even the best of times in today's world. Life is a series of constant changes and learning to ebb and flow along with this change is the key to finding balance. If you are feeling disconnected from this notion or unable to find your groove with healthy lifestyle practices, a cleanse is a great tool to help kickstart new habits and reset your system.

Cleansing is one of the best ways to regain clarity of mind and body. When we flood our bodies with nutrients, we come alive! In this way, cleansing gives us the opportunity to revive our energy as well as pause and gain insight into ourselves. During a cleanse, your systems of digestive and elimination (colon, liver, kidneys, lungs and skin) are given a chance to take a break and focus on self-healing.

Cleansing affects each person differently, but if you notice any health challenges surfacing (rashes, vomiting, night sweats, dizziness), this might be a sign that you need additional support and may need to focus on your health more intensely with a health practitioner.

Do take time to prepare for your cleanse and ease out of it after. A cleanse can be a shock to anyone's system if not done properly. We have explained how to prepare in the pages to follow. We hope you find this guide insightful and wish you all the best on your journey to feeling the best version of yourself.

With love,  
The Essentially Team







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# The Lowdown on Cleansing

At Essentially, we don't believe that juicing and cleansing should be limited to yogis and health gurus. We all hustle in our own way and could all do with the super boost of nutrients that Essentially juices have to offer. Our cleanses bring you 6 bottles of goodness per day for the duration of your cleanse. Cleansing is a great means to increase energy, kickstart weight loss, reduce inflammation, relieve bloating, improve sleep, enhance clarity of mind and combat food cravings.

A few things to  
note before you  
cleanse...

## 1. CLEANSING IS NOT A QUICK FIX

There is no such thing in the nutrition world unfortunately. Improving day-to-day lifestyle habits are the best way to see lasting results. Please view your cleanse as a way to initiate positive changes for long term benefits. Use this time to conquer cravings, identifying possible food sensitivities and establishing new habits.

## 2. CLEANSING IS NOT FOR EVERYONE

We do not recommend cleansing if you are pregnant, breastfeeding or under 16 years of age. If you have a severe medical condition, are on prescription medication or have any doubts about cleansing being suitable for you, we strongly advise that you check with your doctor.

## 3. CLEANSING IS NOT THE ONLY WAY TO BENEFIT FROM JUICE

Any time you drink our juice (jam-packed with raw nutrients, flavour and functionality) you are giving yourself permission to feel good. You should be feeling this way every day! Replacing your mid-morning coffee or mid-afternoon snack with a juice is a super sustainable way to integrate juicing into your daily life.

# Why Cleanse?

Take a moment to think about the daily foods you consume, the environment in which you live and work, and the air that you breathe...

## TOXINS

- Irregular eating habits
- Refined sugar
- Processed foods
- Chemical additives
- Alcohol
- Caffeine
- Nicotine
- Emotional stress
- Air quality
- Lack of sleep
- The environment

## SYMPTOMS

- Chronic fatigue
- Headaches
- Acid reflux
- Acne & skin rashes
- Mood imbalance
- Weight issues
- Water retention
- Hormonal imbalance
- Digestive issues
- Food intolerances
- Autoimmune flare-ups

# The Benefits





# Before You Cleanse

The more prepared you are before your cleanse, the smoother the transition and more impactful your cleanse will be. Think of your pre-cleanse plan as a way of getting your body in tune.

## TIMING

When planning your cleanse, it's important to be strategic: don't start on the day of a big meeting. To set yourself up for a positive experience, schedule your cleanse during a time when you can provide your body with a little extra rest and attention.

One of the major goals here is to restore and rejuvenate your system. There will never be a perfect time to do a juice cleanse, however, there will always be a good excuse for not doing it right now. This is where the next point comes into play: what are your intentions? If you have a strong enough reason for wanting to do this, you'll do it. Remember, it's just a few days – you'll be okay! In fact, you'll be better than okay: you will come out stronger.



# Before You Cleanse

## 2. INTENTIONS

Why have you decided to do a juice cleanse? What are you looking to achieve? Are you looking to press the reset button and adopt some healthy new habits? Or are you simply looking to incorporate more fruits and vegetables into your diet? Write down what a "successful" cleanse looks like to you.

This could be upholding the commitment you made to yourself by finishing one full day of juicing. It could be to reduce bloating, improve digestion, or get a good night's sleep as a result of cutting out caffeine, alcohol and refined sugar, and flooding your body with nutrients. What matters to you? This might not be physical; it could be a mental or emotional change. Setting your intentions before you start gives you an objective way to reflect on your cleanse experience. A nice exercise is to take notes or photos beforehand to see if/how your skin, hair, water retention etc. improves.

## 3. DIET

For 3-5 days before you start your cleanse, focus on consuming whole, nutrient-dense foods and plenty of water and cold-pressed juice (optional). Reach for vegetables, fruit in moderation, healthy fats, whole grains, nuts, seeds and legumes.

Along with loading your body with the good stuff, this is the time to take a break from alcohol, refined sugar and foods you may struggle to digest, such as gluten and dairy. Doing so will make the cleanse much easier on your system. Trust us, if you go from a big night out directly into full-swing cleanse mode, it will hurt. Adjusting your diet before your cleanse will make it easier for you both mentally and physically.





# During the Cleanse

## FLUIDS

Staying hydrated while cleansing is extremely important.

**JUICES:** You'll receive 6 x 473ml bottles of cold pressed juices. Each juice is designed to replace solid foods and snacks. The bottles are numbered to drink in a recommended sequence, but this is not crucial to the benefits of the program.

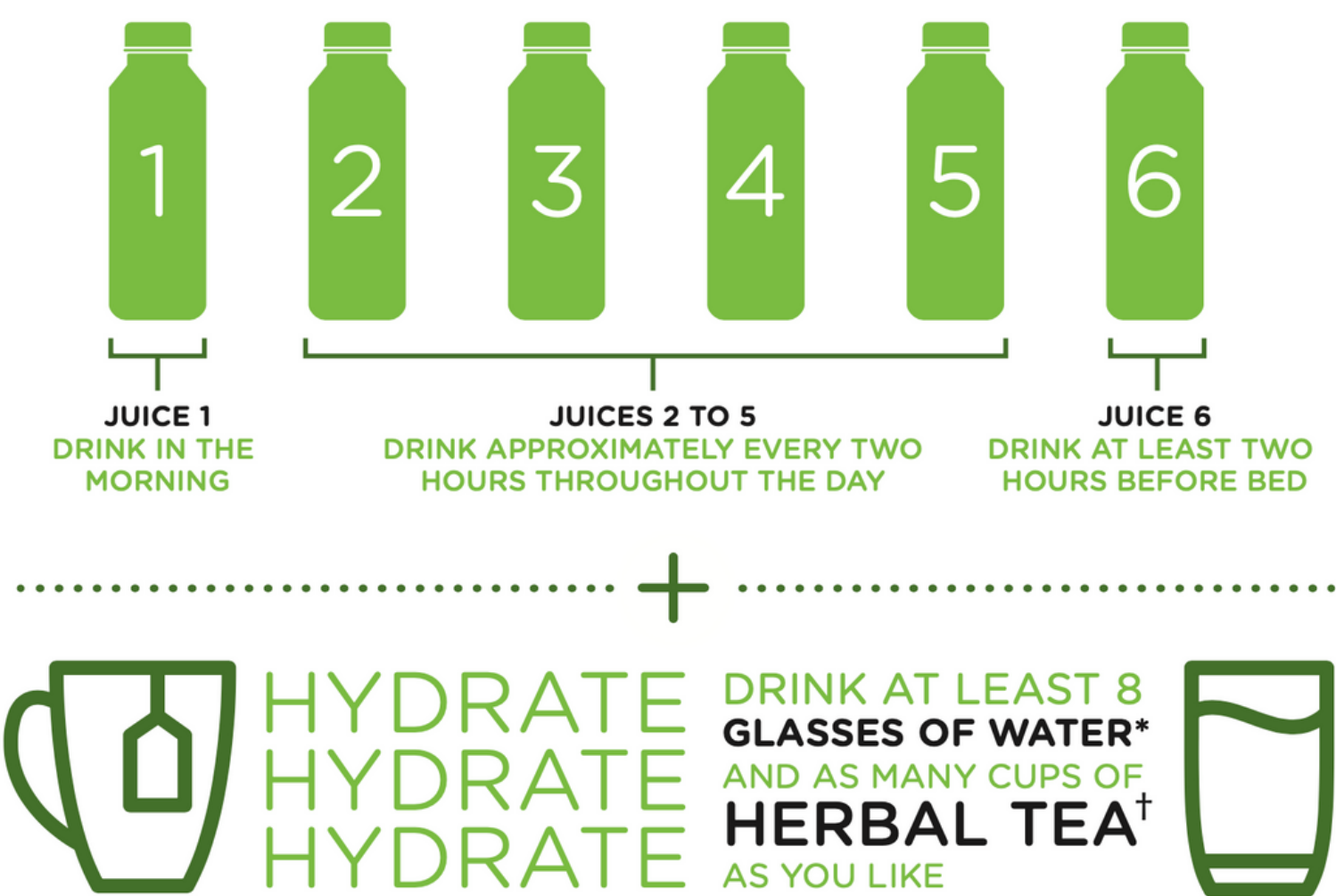
**WATER:** Drink water before and between your juices. Wait about 30 mins between drinking water and juice for maximal absorption.

**HERBAL TEA:** Drink herbal tea throughout the day, especially if you're chilly. Herbal teas can help to enhance your cleanse by soothing the stomach lining, enhancing detoxification and supporting immunity.

## R+R

Help your body to recover and restore. Here are some suggestions for easy routines to promote rest and rejuvenation:

- Take a bath – especially with epsom salts which will help your system to fully relax
- Dry brushing – an invigorating way to tend to your skin (the largest detox organ)
- Meditate – a great way to enhance self-awareness and emotional health
- Treat yourself to a massage or sauna – helps to mobilise toxins for excretion



## ACTIVITY

While cleansing, avoid high-intensity exercise activities that place stress on the body. Try a power walk, swim or gentle yoga class. Stress can also be caused by work and relationships, which means your busiest and most hectic week of the year is not the ideal time to cleanse. That being said, go about your normal life, work, see friends! Just be nice to yourself.



# During the Cleanse

## YOUR CLEANSING CHEAT SHEET

While we recommend eliminating all solid foods during the cleanse to support deep healing, we realise that sometimes you just can't resist. Here are some emergency nutritionist-approved snacking tips:

- If you find yourself hungry during the day, you can always half your nut milk and sip on it earlier in the day.
- If you need something to warm you up and herbal tea isn't cutting it, warm up some organic miso broth or gluten-free vegetable broth (home cooked is best).
- During the day, you can munch on some cucumber slices, celery sticks or 1/4 avocado.

## POSSIBLE DETOX SYMPTOMS & NATURAL REMEDIES

You might experience a few symptoms during your cleanse... this is actually a good sign that toxins are leaving your system for good! But here are a few remedies to ease any discomforts along the way.

SYMPTOM	NATURAL REMEDY
Fatigue	Drink water + sleep
Constipation/ diarrhoea	Add probiotic + flax seeds + chia seeds + colon hydrotherapy
Skin eruptions	Apply coconut oil
Dry mouth	Drink water, lemon juice
Runny nose	Drink water + sleep
Nausea	Herbal mint/ginger tea
Insomnia	Regular sleeping/walking times, evening hot bath w/essential oils (esp. lavender), switch off devices 1-2 hours before bed
Dark circles under eyes	Sleep + rose water or turmeric paste
Bloating, gas	Drink peppermint/ginger tea, warm water + lemon, probiotic



# During the Cleanse

## CLEANSE TIPS

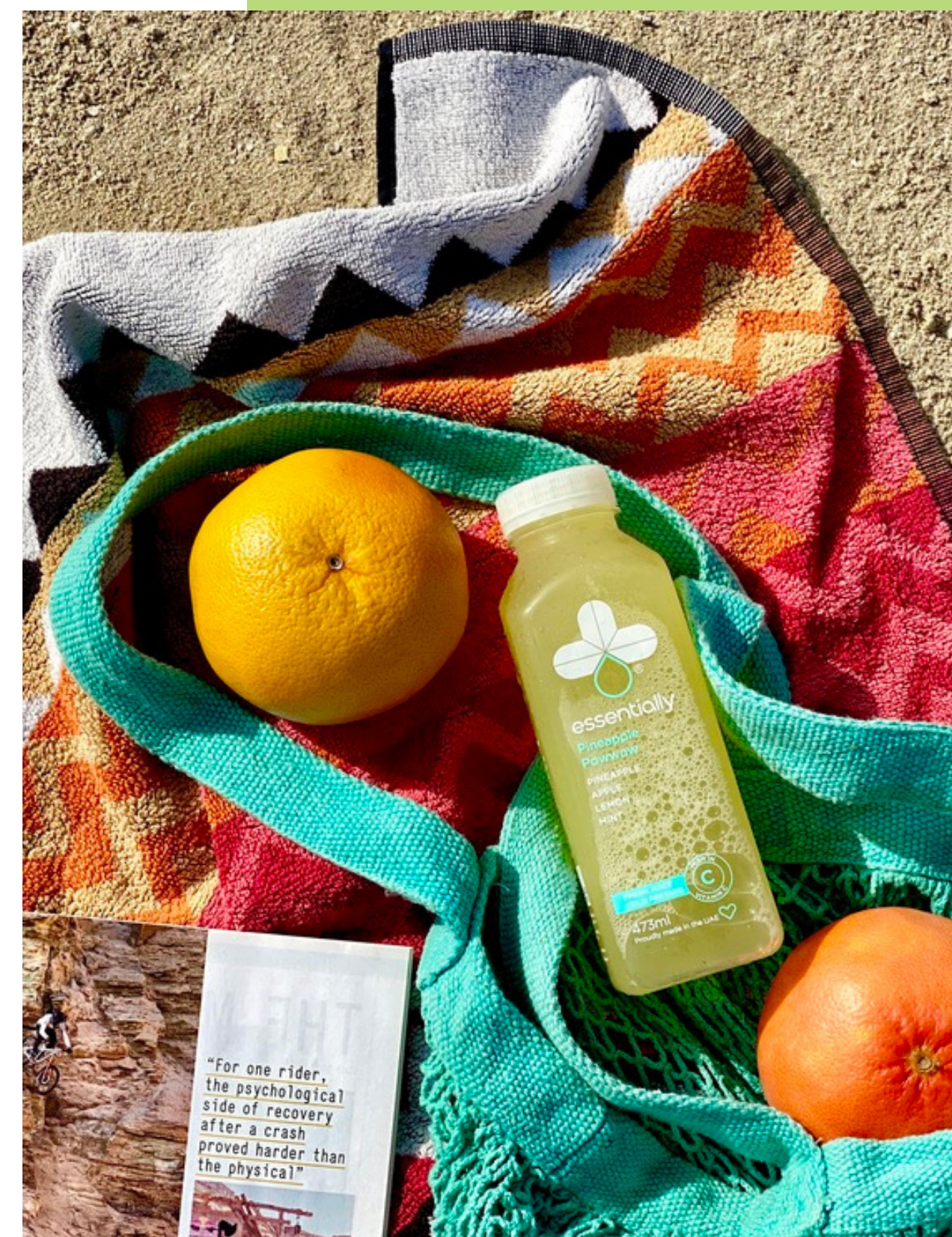
1. Don't overwork yourself while cleansing! Be kind to your body.
2. Drink herbal teas or warm water with freshly squeezed lemon or take one of our booster shots first thing to promote circulation, protect the immune system and support detoxification.
3. Make time in your schedule to get 8-9 hours of sleep. The body heals while you sleep.
4. Move your body. Going for a walk and some stretching helps with the elimination of toxins.
5. Chew your juice! Yes, we know it sounds silly, but chewing juice ensures maximum absorption of essential nutrients.

## OUR NUMBER 1 FAQ

What if I get hungry during the cleanse?

- If you start to feel hungry, ask yourself if it's hunger or habit? You might notice the sensation of chewing or miss the lack of volume in your stomach. If that's the case, we recommend adding some chia seeds to one of your juices (stir or shake until they start to absorb the liquid) and increasing your water/tea intake. The seeds contain protein, fibre and healthy fats while also giving you the chewing sensation.
- If it's real hunger (headaches, feeling faint, stomach pains), eat something! We recommend a veggie smoothie with nut butter or a veggie-dense soup. Alternatively, you can snack on a few of our vegan protein bites to nip the munchies in the bud in a very clean way. Please don't think of this as "giving up" or "failing" - cleansing is about resetting and refreshing, not about restricting yourself.

Visit the FAQ's page on our website to see answers to all our frequently asked questions.





# Common Juicing Mistakes

## IT'S NOT COLD PRESSED

This process applies tons of pressure to extract every drop of nutrition from fresh fruits and vegetables. Pressing instead of blending or squeezing prevents oxidation and helps to preserve the important phytonutrients and enzymes you want to get from your juice.

## YOUR JUICE HAS TOO MUCH SUGAR

Firstly, fruit sugar is not all bad. In fact, consuming moderate amounts of fructose actually helps to activate the detoxification process and enhances the absorption of nutrients into the cells. The problem lies in drinking juices that are either too high in fructose, or contain processed sugars that are difficult to digest, defeating the purpose of juicing altogether.

## YOU'RE NOT HYDRATING

Even though the fruits and veggies in your juices contain water, you should still aim to drink at least 8 glasses of water per day to avoid symptoms you think are detox symptoms but could just be dehydration: headaches, dizziness, fatigue and brain fog. This will keep you hydrated, reduce feelings of hunger and help flush out toxins so you can reap all the benefits from your cleanse.

## YOU'RE DRINKING CAFFEINE

Caffeine is counterproductive to the overall benefit of doing a cleanse for two reasons: 1) it places an unnecessary extra burden on your liver while it is in detox-mode, and 2) it can leave you feeling awfully jittery while your stomach is empty... bye bye R&R! If you really can't function without your morning cuppa, stick to one dairy-free decaf before 11am.

## YOU DON'T DRINK YOUR JUICE FRESHLY OPENED

To get the full benefits of juicing, sip as soon as you open the bottle. Once opened and exposed to the air, the enzymes in your juice start to degrade which reduces its nutritional value and the zingy energy boost you're looking for.

# After Your Cleanse

Congratulations you did it! You should be proud of yourself for giving your body some well-deserved love. We hope that super dose of nutrients as left you inspired to continue practicing healthy habits. Have a look at your before notes and celebrate the improvements.

## DIET

Go slowly. The day after your cleanse, start with a small meal and gradually increase your meal size and solid food intake. Starting with too much could overwhelm your system and make you feel nauseous. Take note of how your body responds to certain foods as you re-introduce them, to help you get a sense of what works for you.

## ACTIVITY

Give yourself one or two days before jumping back into strenuous activities such as high intensity interval training, cross fit or any other forms of intense cardio. Your body needs to refuel from a calorie stand-point.

## RESET

Reflect on the intensity you set and on your cleanse experience. What have you learned about yourself and your body? Are there any foods or habits you'd like to set aside more permanently? Continue drinking lots of water and making sleep a priority.

