

The 3Fs – Cleansing in the New Year



It's a new year and time for a fresh start. Lots of people embark on a cleanse in January. Some folks overdid it with the eggnog and gingerbread cookies during the holidays and they need a reset. (Sound familiar?) Others cleanse the first week of the new year because it's a time for looking forward and resolving to take good care of yourself. (Carpe diem!)

But whatever your reasons, a cleanse is not the same as a fast. You don't have to starve yourself. And you don't have to take harsh supplements that will leave you camped out in the bathroom for hours either. (Phew!)

The purpose of a cleanse is to remove environmental toxins and accumulated waste from your body. A study conducted at the Mt. Sinai School of Medicine in New York found people carry, on average, traces of 91 toxic chemicals in their blood and urine¹. That's a lot of toxins! Where do they come from?

Toxins are everywhere: from the air you breathe to the food and water you consume, to everyday materials all around you. Your new carpet will be off-gassing toxic fumes for up to five years after you buy it. There are toxins in the paint on your walls, the particle board in your bookshelf, the nail polish in your medicine cabinet, and the soft vinyl toys your kids play with in the tub.

You might be thinking, “If these products are for sale, they must be safe.” But according to the EPA, 93 percent—*almost all*—of the 3,000 commonly used chemicals produced in North America haven’t been subjected to all six of the safety tests the agency considers basic. Forty-three percent haven’t undergone *any* of them².

Why Cleansing is Important

Fortunately, your body has a complex detoxification system consisting of your liver, kidneys, colon, and skin. But the modern onslaught of toxic chemicals can overwhelm it. That’s one reason to do a periodic cleanse with detoxifying herbs such as burdock and sheep sorrel. Another is accumulated waste. If your body is digesting and eliminating waste at a sluggish pace—perhaps because you’re not getting enough fiber—it can stay in your system for too long. Reducing bowel transit time helps toxins exit your body more quickly. That’s where herbs like slippery elm bark and kelp come in handy. Both have been shown to move waste through your body more quickly^{3,*}.

Follow the Three Fs

How do you cleanse? We like to call it the Three Fs: increasing your Fluid intake, eating nourishing Fiber-rich foods, and taking detoxifying herbs with Flor-Essence.

Fluids

While you’re doing a cleanse, stick to water or warm green tea as your beverage of choice. Try to increase your intake to 10 cups per day to let your kidneys flush toxins from your system. Avoid any drinks with sugar, caffeine, or alcohol. Remember: you’re trying to give your system a break.

Fiber

If overdoing it during the holidays has stretched your stomach (yes, that’s a thing), eating fiber-rich foods can help you feel satisfied as your body readjusts to eating a regular diet⁴. That means whole grains, beans, lean protein, fruits, and vegetables—not more junk!

Flor-Essence

Show your body some love with Flor-Essence, America’s favorite detox formula. This unique combination of eight detoxifying herbs offers a gentle cleanse for the whole body by stimulating the organs of toxin elimination and providing antioxidant

protection (take that, free radicals).* Best of all, it's so gentle you can take it safely every day.

We at Flora wish you a happy and healthy new year!

References

[1] Lyman, Francesca. "Our bodies, our landfills?" MSNBC: <http://msnbc.com>

[2] U.S. Environmental Protection Agency, www.epa.gov/iaq

[3] Tamayo, C. et al. "The chemistry and biological activity of herbs used in Flor-Essence® Herbal Tonic and Essiac™." *Phytother Res* 2000(14):1-14.

[4] Upton J. Your post-binge, 3-day detox plan. *Prevention*. 2011 Nov

3. <https://www.prevention.com/weight-loss/a20448165/post-binge-3-day-detox-diet-plan/>

* 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.