

3 Days to a Healthier, Stronger You: A Guide to Cleansing

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With contributions from Kelly Bronson

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Chapter 1

So You've Decided To Do A Cleanse



Good for you! You're one step closer to a healthier, stronger you. Consider this e-book a framework for cleansing rather than a step-by-step guide. No two people are the same and no two people will experience their cleanse the same way. It's up to you to find what works best for your body and lifestyle.

What Is A Cleanse?

A [cleanse](#) is a short-term program whereby you abstain from certain foods and beverages in your diet and strictly adhere to a diet of plant-based, natural ingredients. This means cutting out processed foods like junk food and candy, heavy oils and fried foods, refined carbohydrates, alcohol, and typically, animal products. Instead of these commonly toxic foods, you'll feed your body what it really needs: pure, organic ingredients, untainted by chemicals and preservatives, in their rawest, most original form.

A cleanse works in two ways. First, by abstaining from traditional foods, you are allowing toxins to be released into your digestive system. These toxins can be trapped in your blood, organs, tissue, and skin, continually held there from constant intake and exposure. These toxins can contribute to symptoms like water retention, poor digestive health, lack of energy, poor immunity, and even dry hair and dull skin.

We've all been there: you're hitting the gym every day after work but the scale doesn't budge. Or you've just spent the last 2 weeks eating and drinking your way through a fabulous trip

to France, only to come back to the same old diet of fast food and beer. No wonder your skinny jeans feel so tight! Continually eating and drinking toxic foods only exacerbates these problems and keeps you from feeling and looking your best.

The second way a cleanse works is by eliminating these toxins. You are allowing the body to focus its energies on clearing out the system rather than digestive processes. A good cleanse should contain and emphasize intake of high fiber and nutrient dense foods to provide the body with the enzymes and antioxidants it needs to effectively flush out the system.

What To Expect From This E-Book

The biggest goal of this E-Book is to help you make your cleanse experience pleasant (yes, really!) and successful. I'll cover topics like why and how to conduct a cleanse, including how to ease into and out of cleanse and make the experience an easy one by learning to manage detox symptoms. Because I know a detox sucks when you're 1. hungry, and 2. tied to a bathroom.

I'll also provide some raw, healthy recipes to help you get started.

You've picked [Kaeng Raeng](#). Great choice! Here's how it's different.

If you or any of your friends have ever tried a cleanse program or juice fast in the past and given up out of frustration or starvation (or you just couldn't stand a diet of lemonade) take heart in knowing Kaeng Raeng is NOT a fast! Kaeng Raeng programs contain healthy, vegan protein to keep you feeling strong and full as your body resets itself.

In fact, while many people conduct Kaeng Raeng as a liquid only program, we at KR encourage you to eat your fill of raw fruits and vegetables while you cleanse. That's right: as much raw fruits and veggies as your heart desires. Say YES to salad and NO to hunger.

Unlike so many other cleanse products on the market today, Kaeng Raeng offers all natural, vegan, gluten free meal replacement cleansing and detox programs free from artificial colors, flavors, sweeteners, preservatives, laxatives or stimulants. Cheap cleanse programs often contain laxatives to speed up the "elimination" aspect of cleansing. But we know that drinking plenty of water and sticking with your cleanse is the best way to ensure a peaceful, pleasant detox experience.

I built Kaeng Raeng around our customers and their needs. As a company, we're in the business of providing a great experience and plenty of knowledge to help you get healthier and feel fabulous. What you won't find here are pricy \$100/day juices or recommendations for buying a \$2,000 juicer. I hope to provide you with the best of our knowledge on how to conduct an informed, healthy cleanse. And if Kaeng Raeng isn't the best option for you, that's OK, too. There's plenty of info on DIY cleansing if that's your preference.

So let's jump in!

Chapter 2

Why Cleanse? (A reaffirmation of your decision)



You've downloaded this e-book, so I have a sneaky suspicion you've already decided to cleanse. But if not, here's some more info to help you make up your mind.

Why Do I Need To Cleanse (And What's Detoxification)?

Detoxification is one of our body's many natural processes for neutralizing and eliminating toxins from your body. In fact, our bodies were built with detox systems on board: our livers and kidneys. But the reality is, our bodies were never meant to handle the foods and beverages so common in a typical western diet. If you maintain a 100% natural, no preservative, organic plant-based diet at all times, you probably don't need to do a cleanse. Well done! (And how's the cell reception in that cave you live in?) But for everyone else who's not perfect, or who is exposed to everyday environmental toxins, cleansing is a great way to rid your body of built up toxins and reset your digestive system. It's time to get you back on track!

Your body can digest all natural ingredients easily, healthfully separating fiber and nutrients, and passing waste through your colon cleanly. When you consume additives, chemicals, toxins, and other processed foods, your digestive system cannot properly separate the healthy from the non-healthy components of the food. Many times, these toxins will not pass through your colon properly, sometimes building up over days, weeks, months, or years. Yes, years. Gross!

When Should I Cleanse?

Although each individual person's detox needs are different, we recommend conducting a three or six day detox once every quarter (4 times per year). How will you know? As soon as you start to feel fatigued, bloated, or generally gross on your current diet, you can always turn to a healthier lifestyle with a short term cleanse.

Hit the Reset Button!

Kaeng Raeng works to "flush" all of those toxins by using all natural fibers and water to help eliminate that colon build up. Further, Kaeng Raeng is a restricted diet whereby you are abstaining from cooked, processed, heavily sugary or salted foods. By removing these foods from your diet, even for a short period of time, your body will naturally release toxic build up through the digestive system and skin.

Switching to a healthier diet that is loaded with unprocessed, nutrient dense foods (like raw fruits and veggies) is the first step to healing your digestion. As your body is able to release toxic build up, probiotics, like those found in Kaeng Raeng, can help restore the correct balance of bacteria in the digestive system.

According to [Dr. Mark Hyman](#), "in our modern world there are endless insults that can knock our digestive systems off balance making it much more difficult to maintain excellent digestive health." Undertaking short term cleanse program can give your delicate digestion a chance to recover from toxic foods and reset itself.

Cleansing for Weight Loss

There are a few different ways that cleansing can aid in weight loss. In the short term, high fiber, nutrient dense diets are a sure fire way to slim down and health up.

Most American women only get about 50 percent of the daily recommended serving (25g), and men only get 40 percent of fiber each. Fiber expands in our digestive system prolonging the feeling of fullness and leading to less overeating. Higher fiber intake helps regulate digestion and keep bowel movements frequent and pleasant. Soluble fibers also help lower LDL ("bad") blood cholesterol by interfering with the absorption of dietary cholesterol, as well as keep blood sugar levels low. According to the American Journal of Clinical Nutrition, dietary fiber is protective against high C-reactive protein (CRP), an independent predictor of future cardiovascular disease.

Cleansing also keeps us hydrated. When you are forced to drink more water, you accomplish two key things: one, you avoid consuming sugary, high calorie beverages because your thirst is satisfied with zero calorie water, and two, you are able to flush excess salt that could be causing bloating and constipation due to dehydration.

Water makes up roughly 60% of your body weight, and is imperative for healthy function of organs and body systems. Adequate hydration helps our bodies to move nutrients and eliminate toxins. The [2010 "Water Hydration and Health" study](#) demonstrates just how important hydration is to organs like our kidneys, stating *"the kidneys thus play a key role in regulating fluid balance...The kidneys function more efficiently in the presence of an abundant water supply. If the kidneys economize on water, producing a more concentrated urine, there is a greater cost in energy and more wear on their tissues. This is especially likely to occur when the kidneys are under stress, for example when the diet contains excessive amounts of salt or toxic substances that need to be eliminated. Consequently, drinking enough water helps protect this vital organ."*

The study additionally found that dehydration can lead to negative effects on cognitive performance, digestion, and headaches. While detoxing, it's important to stay hydrated, both to help the body systems function properly and help keep detox symptoms to a minimum.

In the long term, removing toxic food from your diet actually allows you to stop craving these foods.

[Martha McKittrick](#), a registered dietitian in New York City, says about cravings, "once you've addressed any underlying cause, particularly if it involves medical treatment, altering your dietary habits can help minimize your cravings." To help avoid cravings, McKittrick recommends including a healthy protein source at meals to help maintain blood sugar levels and promote satiety.

Digestive issues

One of the best things to cut from your diet during a cleanse is gluten (most commonly found in wheat).

Chris Kesser, in his "9 Steps To Perfect Health" provides some excellent, well researched information on Leaky Gut Syndrome. Although the term "Leaky Gut" is by no means new in alternative health circles, this condition has just recently become part of the mainstream dialogue and several [studies](#) indicate Leaky Gut as a major factor in autoimmune disease, among other things.

Chris Kesser tells us that this "new theory holds that the intestinal barrier in large part determines whether we tolerate or react to toxic substances we ingest from the environment. The breach of the intestinal barrier (which is only possible with a "leaky gut") by food toxins like gluten and chemicals like arsenic or BPA causes an immune response which affects not only the gut itself, but also other organs and tissues. These include the [skeletal system, the pancreas, the kidney, the liver and the brain.](#)"

In the first segment of his "9 Steps to Perfect Health", entitled "[Don't Eat Toxins](#)", Kesser explains that the protein gluten (found in wheat among other cereal grains), is a toxic compound. He says, "In short, gluten damages the intestine and makes it leaky. And researchers now believe that a leaky gut is one of the major predisposing factors for conditions like obesity, diabetes, and autoimmune disease."

In addition to consuming higher amounts of fiber in your diet, there are other natural aids in digestion including ginger, enzymes, magnesium, and again, hydration. Physical activity speeds up digestion, increases blood flow to all your organs, and stimulates muscles in the GI tract, helping your organs work more efficiently.

Probiotic cultures also aid digestion. Probiotics are a kind of good bacteria, similar to the microorganisms found naturally in the human body, which help to keep the intestines healthy and the bowels moving.

Why Your Cleanse Needs to be Animal Free (Vegan)

A significant benefit to cleansing is reducing the amount of fats, nitrates, and animal-based bacteria from your digestive system. One of the best ways to do this is by eliminating all animal products while cleansing. This means no meat, no dairy, and no eggs. Remember, this isn't forever, it's just for a short period of time to allow your body to release toxins built up in your system you may have ingested as a result of eating animal products such as antibiotics, hormones, steroids, and bacteria.

Why To Avoid Dairy

Most people have some intolerance to dairy. As babies, we all have enzymes that help us digest and enjoy dairy, specifically breast milk. But as we age, we lose those enzymes, making dairy harder to stomach. For some people, full intolerance is an issue, and they either abstain from dairy or spend their lives supplementing with enzyme pills (Lactaid).

This intolerance causes inflammation. This inflammation can lead to several ills including bloating and weight gain, allergies and mucus congestion, poor skin and hair, and of course digestive problems. When you do a short-term cleanse, it's imperative to cut out dairy as a way to reduce inflammation as much as possible.

Avoiding dairy means avoiding whey and casein protein types in your smoothies and shakes. Both are derived from milk and can only be made using dairy products.

Sustainability and Why It Matters

As citizens of a world that is changing rapidly, we have a moral obligation to reduce our individual contributions to climate change. One of the best ways to do that is by altering which foods you eat, and where they come from. If food has to travel around the world to get to you, that's tons of carbon being emitted into the air by planes, trains, and trucks. That's likely kilowatts of energy to refrigerate or freeze these foods. In fact, on average, the food on your plate has traveled 1500 miles to get there! Buying locally-sourced foods cuts down on these transport costs to the environment, and usually ensures you buy from a reputable, small farm dedicated to producing food in an ethical, environmentally friendly way.

There is no better way to reduce your carbon footprint than to adopt an animal-free diet, and that includes which cleanse you select. The commercialized meat and dairy industries wreak havoc on the planet with fossil fuel usage, land destruction and pollution, and cow flatulence (yup, you read that right). According to a 2006 report by the United Nations Food and Agriculture Organization (FAO), current production levels of meat contribute 22 percent of the 36 billion tons of "CO2-equivalent" greenhouse gases the world produces every year. It turns out that producing half a pound of hamburger for someone's lunch releases as much greenhouse gas into the atmosphere as driving a 3,000-pound car nearly 10 miles. Pound for pound, beef production generates greenhouse gases that contribute more than 57 times as much to global warming as gases emitted for producing potatoes. You have the power as a consumer to choose to participate in this industry or not.

It should be a no-brainer that your cleanse needs to be kind to your body and kind to the planet. Your cleanse should also be kind to animals. Part of your journey to a healthier, stronger you is embracing your role in this great big world we live in. Take a break from eating animals, even for 3 days, to cleanse your soul, along with your body.

Who Shouldn't Cleanse?

Is cleansing for everyone? No. Due to the calorie restrictive nature of cleanse programs, we can't recommend them for pregnant or nursing women or children under 18.

Similarly, if you're dealing with a serious illness we recommend consulting with your medical provider before undertaking any new dietary program. As with any change in diet, you should never eat foods you are allergic to, have a sensitivity to, or hate (because, let's be honest,

life's too short to eat food you hate!). Cleansing is also not recommended for those recovering from or currently suffering from eating disorders, alcoholism, or drug addiction unless under the supervision of a medical professional.

Chapter 3

Conducting a Healthy Cleanse



Preparing for a Cleanse

Plenty of first-time cleansers are surprised to learn that they need to ease their body into and out of the cleanse process. In the same way you need to stretch your body before exercise or tune an instrument before playing a symphony, you need to give your body time to adjust to a new diet.

I want to help you make your cleanse experience as pleasant as possible; by giving your body time to ease in, you're much less likely to struggle with uncomfortable detox symptoms when you begin your cleanse program. I know from experience that many people are inclined to use the day before starting a cleanse as a "last meal" that they can binge on junk food before cleaning out their system. While it sounds good in theory, this is NOT a good practice. If you consume a giant hamburger and fries the day before your cleanse, you'll be likely to experience more severe detox side effects as your body works to purge the junk you just ingested. This goes for alcohol, too. Repeat after me: no fist-pumping benders before the cleanse!

Ease into your cleanse by eliminating meat and dairy products first along with junk food and candy, refined carbohydrates like cookies and cake, fried foods and heavy oils, and then cooked beans, grains, and salty foods and soups in the two to three days before beginning.

During this time, start incorporating more raw foods, fruits and veggies. These raw fruits and vegetables contain lots of water, enzymes and fiber to help your body's natural detox processes begin to kick up a notch. It's all about replacements. Instead of a donut or bagel for breakfast, enjoy a bowl of fruit and non-dairy yogurt. Enjoy a veggie heavy lunch and a bean-based soup for dinner.

During this time, you'll also want to begin easing off caffeine if that's something you normally consume. Caffeine is a drug, and like all drugs it is prone to habit forming and addiction. Stopping cold turkey is guaranteed to give you withdrawal headaches, among other symptoms. This is because regular caffeine consumption can cause the body to rely on the jolt to the adrenal glands to stimulate bowel movements. If you abruptly stop caffeine and begin consuming high amounts of fiber (like what's found in Kaeng Raeng), you may find yourself struggling with uncomfortable bloating and constipation, headaches or withdrawal symptoms. Leading up to the cleanse, if possible, switch to organic green tea which provides you with a host of health benefits, in addition to slightly less caffeine.

After your cleanse

As you come off your cleanse, you may happily discover that your tastes have changed and you're craving veggies! Remember as you ease off the cleanse that your digestive system has been taking a break for a couple of days, so the last thing you'll want to do is immediately bog it down with lots of hard-to-digest foods. Do not devour a pizza the day after your cleanse!

You'll want to start by slowly reintroducing cooked vegetables. Many people find that simple veggie soups or miso soup is a great choice during this time.

You can next begin introducing whole grains, oils, and finally dairy and meat if those are part of your normal diet. Most people find their appetites have changed, and the longer you can maintain a vegan or vegetarian diet, the longer you'll continue to reap the benefits of cleanse you've just completed.

Food vs. Fast

Food-based cleansing is very different from fasting. When fasting, or completing a "juice cleanse," you are completely abstaining from solid food and fiber and relying entirely on sugars to give you energy. These fasts are designed to remove any effort by your digestive system, thereby sending all of your energy to the rest of your body. A classic example of a juice fast is the "master cleanse" - a lemonade concoction made with water, lemon juice, cayenne syrup, and either maple syrup or agave.

Juice cleanses typically range from 3-10 days. Most of these programs require laxative use, either by herbal laxative tea or stimulants, as a way to speed up elimination due to the lack of fiber and whole food consumption. Here at Kaeng Raeng, we do not recommend fasting or laxatives.

One of the most important elements of a cleanse should be fiber. As the body detoxes, much of what is released ends up in our digestive tract. The natural fibers in whole foods like fruit and vegetables act like sponge to soak up those toxins and remove them from the body safely. As a side benefit, they also keep us feeling full by slowing down glucose absorption from our food. If we're abstaining from fiber, as on a juice cleanse, it's much harder for the body to find an effective way to eliminate toxins that actually have been released. And, although the fruits and veggies that make up a given juice can have some healthy elements (like vitamins and antioxidants), removing all the fibrous elements reduces them to what is essentially **sugar water**. With no fiber or protein to slow down digestion, the body experiences a blood sugar spike every time you down a glass of juice. Unfortunately, these blood sugar spikes lead to unstable levels of insulin in the body - meaning that the next thing you eat, no matter what it is, will most likely be stored as fat. So the

long-term result of removing fiber and protein from our meals is actually the opposite of what most of us are trying to achieve by cleansing!

Our bodies need fiber *and* protein to keep our blood sugar levels (and moods!) stable, and digestion functioning properly. Remember: our bodies are designed to run on whole foods!

There is conflicting information in the general health community regarding metabolic damage, the notion that your body goes into "starvation mode" with too few calories. Even if fasting doesn't cause long-term problems to your metabolism, starvation diets have obvious downsides. Most importantly, you'll be hungry! And life's too short to be hungry all of the time.

Still want to juice? You can make juice on your own or purchase it pre-made. Either way, it's an expensive option that isn't for everyone. Most luxury juice cleanses delivered to your door cost anywhere from \$60-\$100/day! This is largely because of shipping costs to send heavy plastic bottles of (mostly) water across the country. That's not only expensive, it's bad for the environment. Ditch the carbon!

Should you decide to go the route of a juice cleanse or fast, we still recommend easing in and out of the cleanse, but extend that process a couple of extra days before and after to ensure a smooth transition. For example, you may require a couple of days to ease into a raw food diet, stay raw for two or three days, and then begin your fast.

Chapter 4

Managing Detox Symptoms

Worried about detox symptoms? Hear from a Kaeng Raeng customer who's been there and stuck it out. If she can do it, so can you!

"The first 24 hours were very difficult. I had a headache, hot and cold flashes throughout the night, I felt nauseous, and I really thought I was going to quit. Then I realized that these symptoms are those of withdrawal, not just from caffeine, but from carbs, sugar, salt and fat. My body was reacting as if it were detoxing from drugs or alcohol, even though I don't ingest either. I didn't realize how addicted my body was to various unhealthy foods. I consider myself a healthy eater, a vegetarian, but lately I've been making bad food choices. This cleanse has opened up my eyes. I literally feel and am lighter. I have a ridiculous amount of energy. I feel, quite frankly, better than I can ever remember. After the first day I thought I would quit after three days, but I will now make it through the six. After the first 24 hours, my body took a turn for the better. Thank you for this product."

What are detox symptoms and why do they happen?

Detox symptoms, although no fun, can actually be viewed in a positive light. They are a sign that your cleanse program is working! A detox symptom is literally a physical manifestation of your body beginning to cleanse itself of toxins and impurities. As the body begins to release toxins, they find their way into your bloodstream for elimination through the skin and bowels. This sudden increase in released toxins can lead to the discomfort that we associate with detoxing.

It's important to know that every person is different and reactions can vary widely. If processed foods, sugars, meat and dairy products are a large part of your diet, you will notice your body experience withdrawal like symptoms when you abstain from them, even for a short period. These reactions aren't unique to cleansing, in fact, people often experience the same reactions when making a change to a healthy diet. For some people, simply cutting out food additives and preservatives can cause detox symptoms.

Detox symptoms, collectively, can also be referred to as a healing crisis or [Herxheimer reaction](#). The irony of a healing crisis is that in order to feel better, you have to feel a little worse at first.

While cleansing, if you feel sick, chances are it is from toxins, bacteria, and viruses that are being released into your body from your fatty deposits. Do not be confused by your body's response! There is nothing in Kaeng Raeng, or most other high quality natural cleanse programs, that would normally make you sick. If you are taking stimulants or laxatives as part of your cleanse, even natural laxatives such as senna or aloe, know that overuse of laxatives can have negative effects and even cause laxative dependency. Kaeng Raeng contains no laxatives or stimulants of any kind.

What Can I Expect To Experience While Cleansing?

Before we dive too deep into what you might experience, let's talk a bit about how to minimize the symptoms of your detox before they start.

At Kaeng Raeng, we answer customer emails every day about detox experiences, and we find that by far the most common issue is too little water intake. Although it may seem like a lot, you'll want to consume an absolute minimum of 64oz of water in addition the Kaeng Raeng smoothies, although some people find they need much more. Remember that your body is working hard to eliminate toxins through the skin and bowels. The fiber contained in Kaeng Raeng will bind to those toxins to help flush them out of your system. The more water you drink, the more quickly your body is able eliminate those toxins. The next chapter will talk in depth about how to maximize your detox, but the most important thing you can do while cleansing is hydrate, hydrate, hydrate!

Sticking with the cleanse, drinking water, and getting extra sleep will help these very short-term side effects pass quickly.

You should also know that while I'm taking the time to prepare you for the possibility of detox symptoms, we at KR have thousands of emails from customers whose entire detox experience consisted of amazing sleep, increased energy, and overall feelings of well being. I don't want to scare you out of conducting a cleanse, but I do want to give you the best information I can so you're prepared for the possibilities.

Detox symptoms can include:

- Dizziness and light-headedness or nausea
- Headache
- Fatigue
- Nausea
- Stomach pain
- Constipation
- Skin rash or swelling
- Larger or increased bowel movements

The most common detox symptoms I hear people experiencing include more frequent urination, more frequent or larger bowel movements, and dehydration.

Q: I did great on day 1, but I woke up on day 2 with a headache. Help!

For most people, caffeine is a part of our daily life. You may not think you are a regular caffeine user, but even small amounts of tea and soda can give your brain the jolt it needs. Cutting caffeine suddenly can cause serious drug withdrawal. If you would like to do your cleanse with caffeine, I recommend at least switching to tea and avoiding soda altogether.

You may also have addictions to other drugs. If you got a headache before doing the cleanse, what would you usually do? You'd probably grab an aspirin and go about your day. But when you are going through a detox, you are keenly aware of all of your body's reactions. You might even say you obsess over it. Realize that your body quickly becomes accustomed to over the counter pain medicine and you may notice more severe headaches without them in your system.

Q: I'm drinking a ton of water but still feel constipated. What should I do?

If you believe dehydration is out of the question, consider what you normally eat. Are you a regular coffee drinker or bread eater? Some foods are natural laxatives, and as soon as you abstain from them, your colon loses the ability to stimulate itself. If this is the case, we recommend first trying healthy fats, such as avocado. As with all wonderful foods, moderation is key. Don't devour an entire bowl of guacamole, but instead have some avocado with your favorite raw veggies. If that does not work, we recommend warm tea or aloe juice.

Q: Everywhere I look I see unhealthy food and all I want to do is eat. I'm not even hungry - I just can't stop the cravings. How do I keep from cheating?

Honey, I hear you. If you're feeling hungry for meat or dairy, you're probably lacking protein and could use a snack. Especially if you've decided to do a DIY juice cleanse or raw diet, you may not be getting adequate protein in your diet. Snack on some unsalted nuts. Raw ones are best, but if not, just try to avoid a lot of added salt. Still going crazy? A small amount of coconut yogurt or gluten free hummus can also tide you over.

It goes without saying, but when trying to jumpstart any healthy diet it's important to surround yourself with positive influence and avoid over exposure to junk food. Turn off the television! Don't eat at your desk! Avoid situations with temptation and mindless eating.

Q: I'm on day 3 of the cleanse and I haven't lost any weight. What's wrong?

Maybe nothing. Not everyone drops water weight over night, and you certainly won't lose several pounds of fat that quickly. Don't worry too much about the scale - instead, ask yourself how do I feel? How am I feeling about myself, my mind, and my soul? Cleansing isn't just about a physical transformation, but also a mental and emotional one. You should always feel good knowing you are filling your body with nutritious, delicious ingredients and avoiding foods you are know are toxic.

Chapter 5

How To Get The Most From Your Cleanse



One of the best ways to enhance your detox is to increase blood circulation and sweat. Hey, the toxins have to come out eventually, and an easy way to get them moving more quickly is to get your heart pumping! Exercise, particularly any exercise that gets you sweaty, whether it's aerobic in nature or hot yoga, can speed up the detox process.

As always, stay safe. Dehydration and excess sweating can cause electrolyte loss, so make sure that if you do decide to exercise, to stay hydrated and listen to your body. If you are fasting, it is not a good idea to do aerobic exercise. Another great way to enhance your cleanse is to enjoy a sauna or steam room. Toxins are often released through the skin, and sweat will get you there!

You may also find a massage can help move toxins through your body more quickly. Most massage therapists are aware of detoxing and can tailor a massage specifically to your needs, such as massaging the kidneys or increasing blood flow in your lower body.

Cleansing from the outside in

I've spent a lot of time yammering on about digestive cleansing and being mindful of what you put **in** to your body. But keep in mind that the skin is our body's largest organ, and one of the most important for elimination. Naturally, what goes **on** your body goes **in** your body, so a cleanse is a great opportunity to visit your bathroom closet and ditch chemical-ridden body products in exchange for healthier ones. During your cleanse, it's important to abstain from toxic chemicals in skin care such as parabens, phthalates, synthetic fragrances, petroleum, dyes, and perfumes. Exfoliating the skin using natural ingredients can also help enhance your detox experience.

What is a paraben? What is a phthalate? What is cruelty free?

You've probably seen skin care products proudly sporting two key trendy phrases: paraben free and cruelty free. A paraben is a chemical preservative used primarily in cosmetics and skin care products like lotion, shampoo, toothpaste and makeup. Almost all parabens are lab-made and extremely cheap, making them easy to manufacture and incredibly common in cosmetics. They're used to fight bacteria and fungus and help keep that massive bottle of scented lotion on your counter good for the next 50 years. Several clinical studies have shown that the absorption of

parabens is potentially dangerous to your health. According to the Environmental Working Group, parabens are linked to cancer, endocrine disruption, reproductive toxicity, immunotoxicity, neurotoxicity and skin irritation. A 2004 UK study detected traces of five parabens in the breast cancer tumors of 19 out of 20 women studied. This small study does not prove a causal relationship between parabens and breast cancer, but it is important because it detected the presence of intact parabens – unaltered by the body's metabolism – which is an indication of the chemicals' ability to penetrate skin and remain in breast tissue.

Phthalates are a group of endocrine-disrupting chemicals commonly used to render plastics soft and flexible. They are found in a wide variety of common products including plastics, cosmetics, pharmaceuticals, baby care products, building materials, modeling clay, automobiles, cleaning materials and insecticides. Phthalates are readily absorbed through the skin. Phthalates have been linked to hormonal problems, birth defects, asthma, neurodevelopmental problems in newborns, fertility issues and obesity. In other words, STAY AWAY FROM THEM.

Cruelty free simply means that neither the finished product nor the ingredients in the product have ever been tested on animals for safety. Most cruelty free products either use ingredients known to be safe in their natural, organic form, or conduct voluntary testing on human participants. Why does cruelty free matter? For starters, cruelty free is often associated with natural skin care products that do not rely on harsh chemicals and preservatives, but rather use more gentle ingredients that are naturally safe for everyday use. Cruelty free also helps maintain our commitment to being kinder to animals during our cleanse. Remember: you are part of a great big world. Utilize a short-term cleanse to reflect on your relationship with the earth's animals and their health, safety, and wellbeing.

It's important to use products that are paraben, phthalate, and cruelty free. Kaeng Raeng's entire line of cleansing, detoxifying body care products are all natural, never tested on animals, and made with only ingredients you can pronounce. Check them out at www.KRBODY.com

Exfoliate Exfoliate Exfoliate!

Exfoliation is key to assisting in a healthy cleanse. Exfoliation stimulates blood flow and clears excess dead skin from the body, so the skin can more efficiently excrete toxins and absorb nutrients. Kaeng Raeng has an exfoliating moisturizer called Detoxfoliant that will perfectly complement your cleanse.

Dry brushing also stimulates the lymphatic system, which helps to move toxins through the body for elimination. Dry brushing can clear excess dead skin from the body so our pores are clear to do the job of excreting toxins

Here are my favorite instructions for skin brushing from Australian Natural Health Magazine <http://www.naturalhealthmag.com.au/content/dry-skin-brushing>):

1. It's best to dry brush first thing in the morning before you shower. Start with light pressure until you're used to the sensation, then move on to firmer strokes.
2. Use a natural bristled brush (like those found at www.naturalalchemist.com) or a loofah as a second choice. Avoid synthetic or nylon brushes or gloves as they're too sharp and can damage the skin.

3. Start with the soles of your feet, use swift upward strokes and brush from the feet, up the legs, working towards your heart.
4. Once you've covered your lower body, move to your hands and work up your arms toward your heart in the same manner.
5. Next (using a long handle brush or get your partner to help out), brush your back.
6. Last, work on your abdomen (moving in a clockwise direction to follow the movement of the colon), chest and neck. It's best to avoid your face as most people's facial skin is too sensitive.
7. Brush for about three-to-five minutes until your skin is rosy and slightly tingly.
8. Always shower after you dry brush to wash off the dead skin.
9. Keep a separate dry brush for every member of the family, and be sure to periodically wash it.

Make sure to apply a natural oil or lotion to the skin after your bath or shower if you're using one. Remember: using skin products that contain parabens or other toxic chemicals is counter-productive while detoxing. Kaeng Raeng has an excellent serum called After Glow.

There are more forceful ways to speed up toxin elimination, but we do not necessarily recommend these to everyone. First, you can undergo colon hydrotherapy (colonic), whereby a specialist will send water into your colon and drain it out with a tube. Alternating between cold and warm water stimulates your colon muscles and forces elimination more quickly. There are obvious risks and dangers with these procedures, notably the probability of damage to your colon or developed dependency (forcing colon stimulation can mean that the muscles in your colon cannot stimulate themselves any longer without outside assistance).

Another commonly used elimination technique is the "salt water flush." This is usually done in conjunction with juice cleanses and fasts. Because you are not consuming solid food, it is possible waste trapped in your colon will get stuck. To push it out forcefully, drinking pure salt water runs through your body without being absorbed and leaves the colon freely, taking nearly everything with it. The salt water flush is not recommended for most people as it is unpredictable and very disruptive to normal daily life. Drinking a quart of salt water, as recommended via the master cleanse, can keep you tied to a bathroom for hours.

Chapter 6

Recipes to Support Your Cleanse



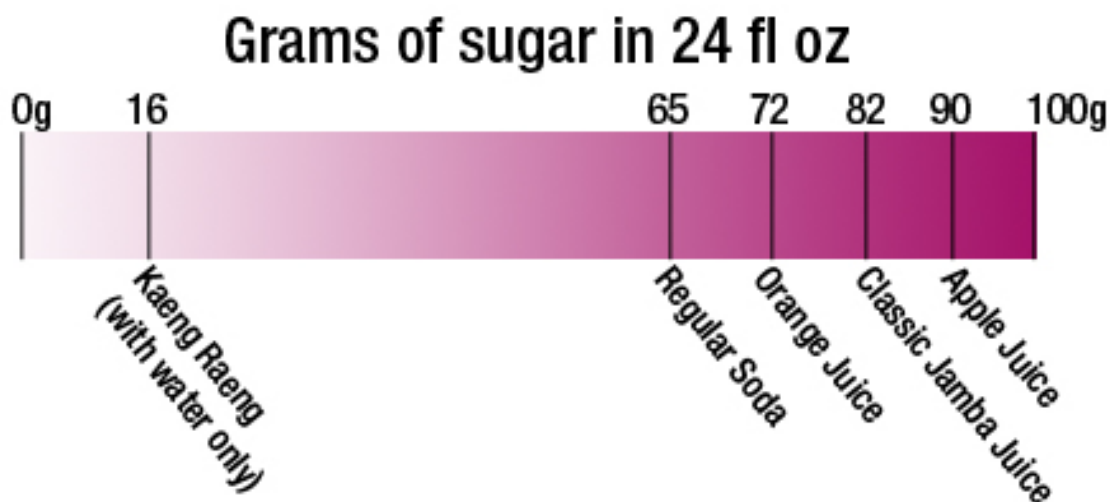
When conducting a cleanse for the first time, blending up a delicious smoothie is one of the best and easiest ways to ensure that what you're putting into your body is delicious, convenient, and filling. I've rounded up 10 of our favorite detox boosting smoothie recipes and few simple salads that are cleanse friendly.

Add your Kaeng Raeng packets to at least 24oz of liquid. You can certainly use more liquid for a larger smoothie if you like! Many people use only water while cleansing, but many others find they like to mix and match non-dairy milks or juices to make their smoothies taste more sweet or creamy according to preference. Be mindful of added sugar and calories; a small amount of juice can go a long way in adding flavor.

Another fantastic addition to your detox smoothies is fruits or veggies. While undertaking your 3-day cleanse, supplement with fruits and veggies. One easy way to bump up your consumption of those nutrient powerhouses is to blend them up in your smoothies.

Kaeng Raeng is intentionally not very sweet. One serving of Kaeng Raeng with 24 oz of water contains 16g of sugar, whereas a 24 oz serving of apple juice contains 90g of sugar, or nearly 6 times as much sugar! If you are accustomed to very sweet drinks or juice, you may find KR is not sweet enough. You can certainly add 4-8oz of juice in addition to water to KR, but know

that the more juice you add, the more sugar you are adding as well. Here is a graph showing the amount of sugar in grams per a 24 oz serving of popular beverages:



It's worth mentioning that a big part of the detoxification process is allowing your body a break from toxins and chemicals, so if possible, you'll want to use filtered water to mix your smoothies.

DELICIOUS DAYBREAK:

Kaeng Raeng Daybreak packet
24oz Water
½ cup Pineapple Juice
½ Banana
½ cup of Frozen Strawberries

JUMPING FOR JOY:

Kaeng Raeng Joyful Packet
1 cup Ice
½ cup Lemonade
½ cup Strawberries

JUU JUU FOR YOU:

Kaeng Raeng Juu Juu Packet
24 oz Water
1/2 cup of Orange Juice
½ Banana
½ cup fresh or frozen Blackberries

CARROT MANGO SMOOTHIE

Kaeng Raeng Daybreak Packet
24oz Water

½ cup Carrot Juice
½ cup Frozen Mango Chunks
1 cup Ice

ANTIOXIDANT PLUS

Kaeng Raeng Juu Juu Packet
24oz Water
½ cup Pomegranate Juice
½ cup frozen Mixed Berries

TROPICAL SUNRISE

Kaeng Raeng Joyful Packet
16oz Water
1 cup Coconut Water
½ cup frozen Mango Chunks

GREEN GOODNESS

Kaeng Raeng Daybreak Packet
24 oz Water
1 cup Spinach
½ banana
1 cup ice

STAFF PICKS!

My staff loves to drink Kaeng Raeng to stay energized so we can keep healthy products headed your way. Here are some of our favorite ways to blend up Kaeng Raeng. Cheers!

LINDSAY'S GREEN MONSTER SMOOTHIE AKA FOUNDER'S FAVORITE:

Kaeng Raeng "Into the Blue"
24 oz of water
4-8 oz of orange juice
1 heaping handful of spinach
1 stalk of kale, finely chopped
1/2 cup frozen blueberries
1 tsp spirulina (optional)

It looks like a giant green mess, but you won't believe how amazing it tastes!

KELLY'S "GOOD MORNING!" SMOOTHIE:

Kaeng Raeng Daybreak
2 cups water
1 cup of beet juice
1 peeled fresh orange
1 tsp fresh, raw ginger
1 cup of ice

KIRSTEN'S "VERY BERRY DELIGHT!" SMOOTHIE:

Kaeng Raeng Joyful
32oz of water
1/2 cup frozen strawberries
1/2 cup frozen raspberries
1/2 cup fresh blackberries

CAITLIN'S "TROPICAL SUNRISE" SMOOTHIE:

Kaeng Raeng Daybreak
20oz of water
4oz coconut water
1 banana

DETOX SUPPORTING SALADS:

Massaged Kale Salad

Did you know that massaging kale can transform this tough green into a dietary delight? If you can, it's best to prepare this salad a bit in advance and let it rest in the fridge a bit.

1-2 bunches of kale, stems removed
1 ripe avocado
juice of 1 lemon
1 small clove fresh garlic
1teaspoon sesame oil

optional: shredded carrot, red onion, peppers, any color

Combine in a small bowl avocado, lemon juice, garlic and sesame oil (if using). Using your hands, begin massaging the avocado mix into the raw kale for 3-4 minutes until kale looks dark and feels tender. Chill in the refrigerator until ready to serve.

Rabbit Salad

Celery stalks cut lengthwise, baby carrots, cucumber thinly sliced, drizzled with lemon juice and organic hummus for dipping. Yum!

Rainbow Salad

Up to the challenge? Try creating a salad with all of the colors of the rainbow!

Red: Cherry tomatoes
Orange: Butternut squash (if in season)
Yellow: Bell pepper
Green: Spinach
Blue: Blueberries
Purple: Beets

Chapter 7

Conclusion



I'm glad you've made the decision to commit 3-days to creating a healthier, stronger you. At KR, we love feedback from our customers, and would LOVE to hear your comments, concerns or questions! You can email us at info@kaengraeng.com, and we'd love to help you out with cleansing or hear what you have to say.

Tried Kaeng Raeng and loved it? Ready to give it a go again? We want to hear how it went. Leave us a review on Amazon.com and send us an email letting us know you did. We'll send you an e-coupon for 15% off of your next order. Use the coupon yourself or gift it to a friend!

Chapter 8

About Kaeng Raeng



Hi, I'm Lindsay, and I'm the founder and original formulator of Kaeng Raeng Cleanse. Thanks for taking the time to prepare for your cleanse with us! If you're curious about Kaeng Raeng's products and how I started the company, read on.

With the right cleanse, you really fall in love with how you feel, and that's true for me every time I use KR Cleanse.

As a certified personal trainer, I wanted a winning combination that would kickstart my system without starvation or laxatives (or hiring a private chef). I was especially frustrated with the lack of healthy, affordable options on the market, so I started experimenting in my kitchen with my detox cleanse formulas.

I knew what I had developed was special. In true Silicon Valley fashion, I posted on Facebook about my cleansing experience and weight loss success. To my surprise, people were interested in jumpstarting a healthier lifestyle in a similar way. I decided to make Kaeng Raeng Cleanse to fulfill a need for an accessible, healthy and filling natural cleanse.

Prior to starting Kaeng Raeng, I worked as an investment advisor to natural food and beverage companies. I saw firsthand what it takes to succeed in this industry and what's important to consumers. Our customers have always been our number one priority and the

foundation for our business. I developed the company and the products around giving our users the best experience possible.

I have always been fascinated by the Thai culture, particularly their focus on vegetarian cuisine. I thought a Thai name would be an empowering name for my cleanse. I eventually decided on Kaeng Raeng meaning “Be Healthy. Be Strong”, in the Thai language, because I firmly believe building health and strength is what this product can help accomplish.

Since creating Kaeng Raeng Cleanse, we have launched a series of cleansing products including a vegan body care line, bridal packages, a fiber supplement, and an energizing daily green smoothie. All of our products stay true to our core values of healthy cleansing, animal free living, affordability, and sustainability.

My company is still privately owned and based in the San Francisco bay area. We are now a small but growing team of health-conscious women, dedicated to helping others get healthy. We've partnered with celebrities and health professionals to spread the word about KR. Don't worry; our cleanse is no longer made in my kitchen, but instead in a GMP-certified, FDA-regulated facility. Our body care products are hand-packaged in small batches in our Silicon Valley warehouse. We are steadfastly devoted to having products free of animal products, gluten, GMOs, or anything artificial.

We're committed to safety, growing sustainably, and helping our customers get healthier and stronger; one cleansing experience at a time.

Xoxo,

Lindsay

Chapter 9

Gratuitous Photos of Rescue Dogs

At Kaeng Raeng, we love rescue dogs. I even adopted a dog-in-chief Shadow from an organization called [Pound Puppy Rescue](http://poundpuppyrescue.org) in 2009. I often get asked, "what breed is Shadow?" Your guess is as good as mine! What do you think?



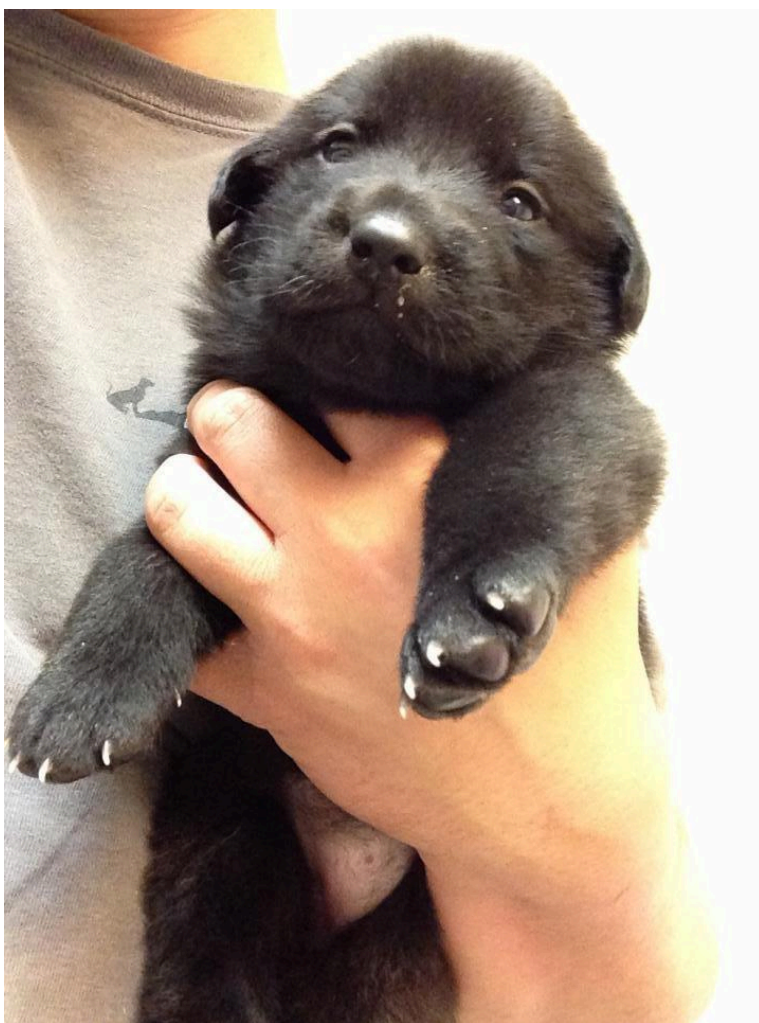
Every single one of the following dogs was rescued from shelters and placed into loving forever homes. Mutts rule! Kaeng Raeng donates a portion of every sale to animal protection organizations like PPR and the Humane Society of the United States. If you'd like to learn more about PPR and their rescue efforts, visit poundpuppyrescue.org. Bring on the puppies!



















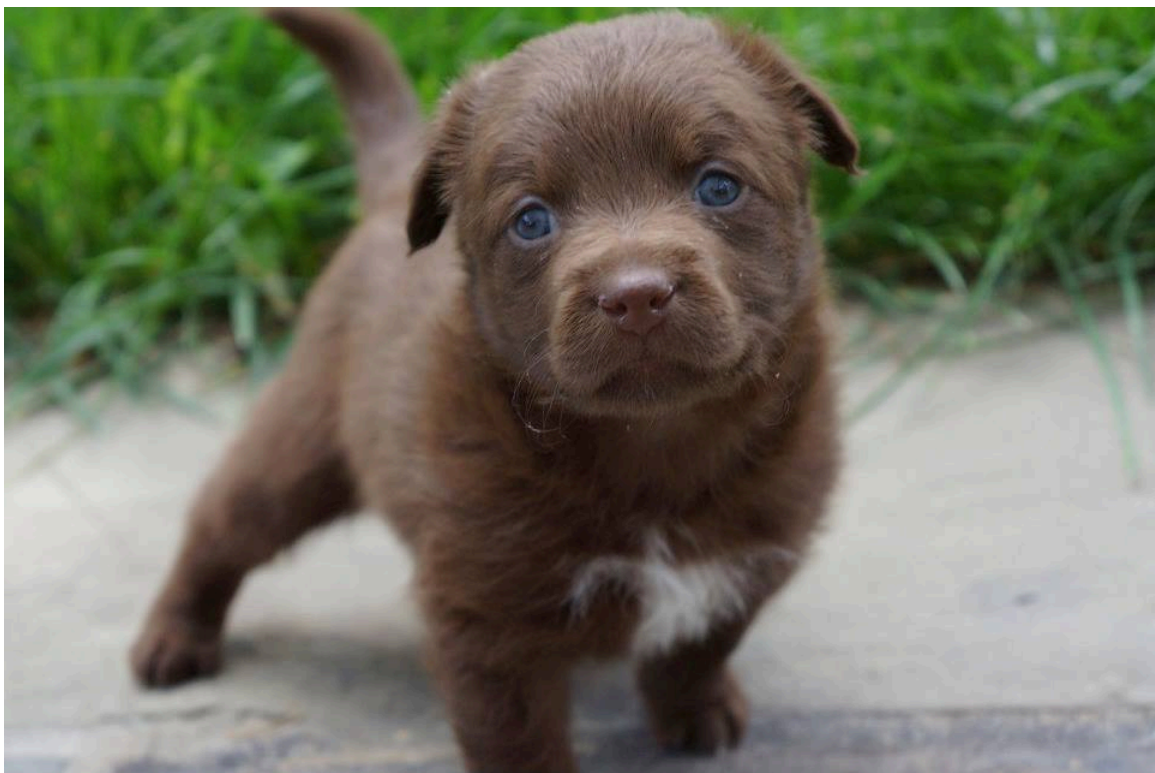








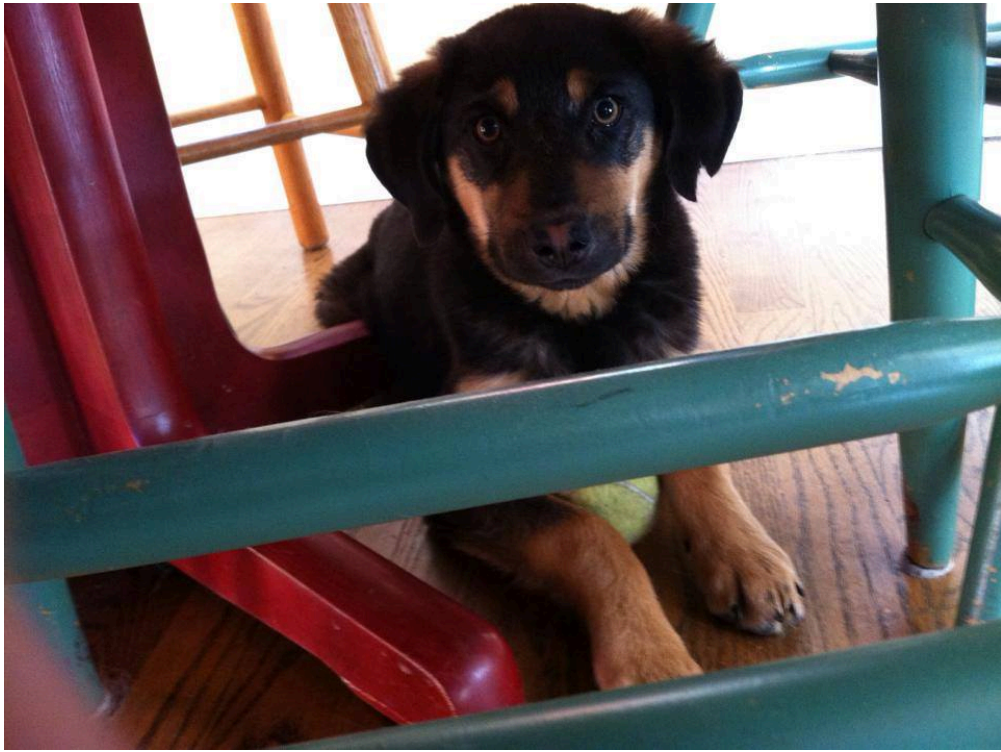


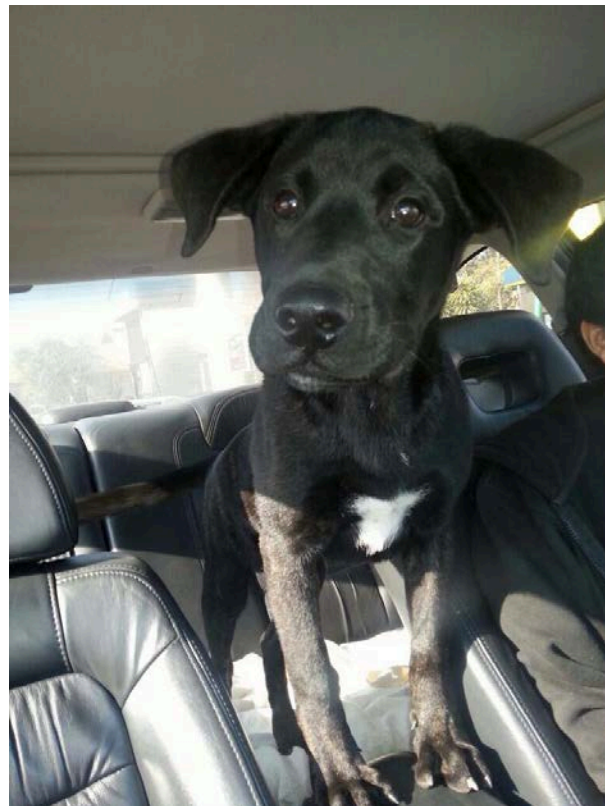








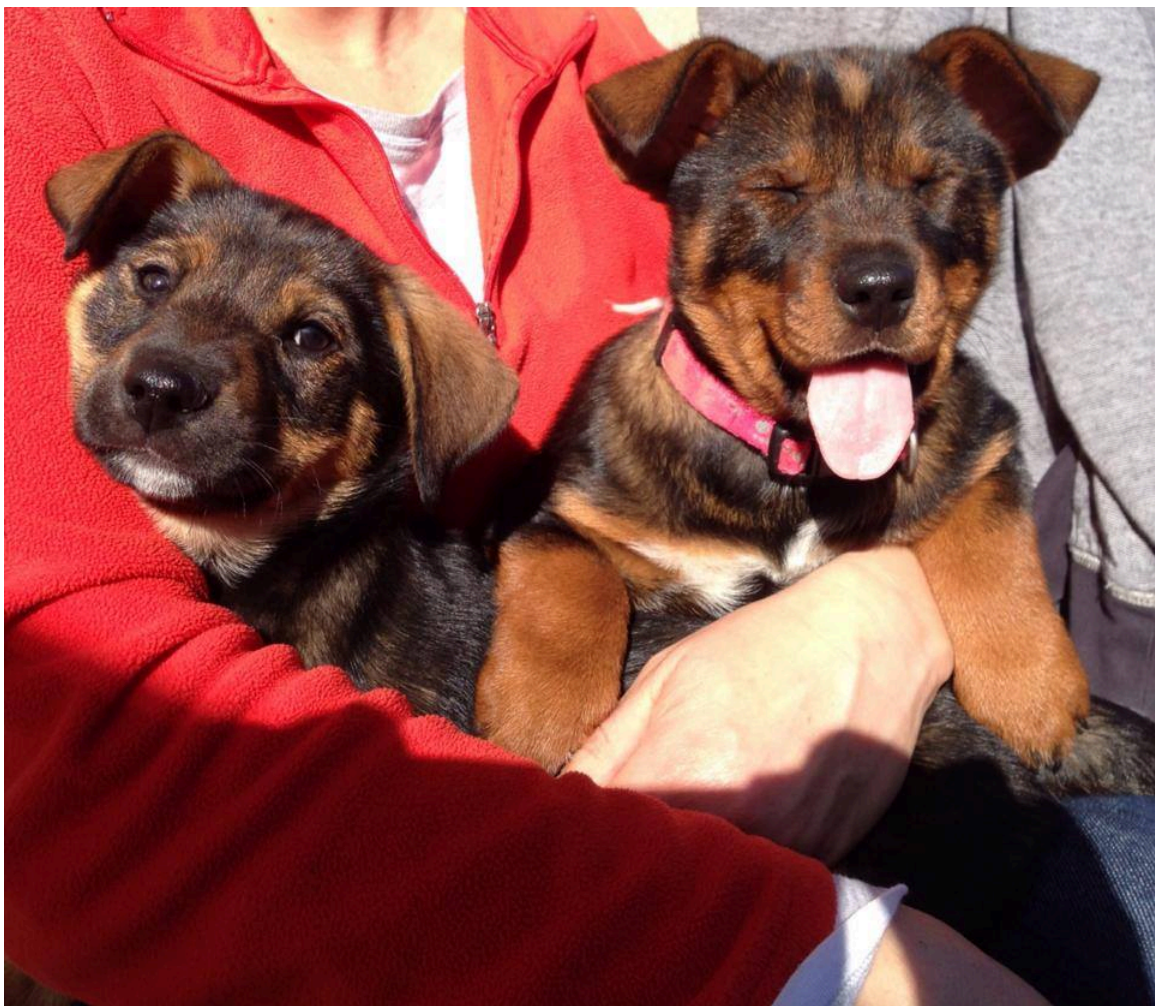


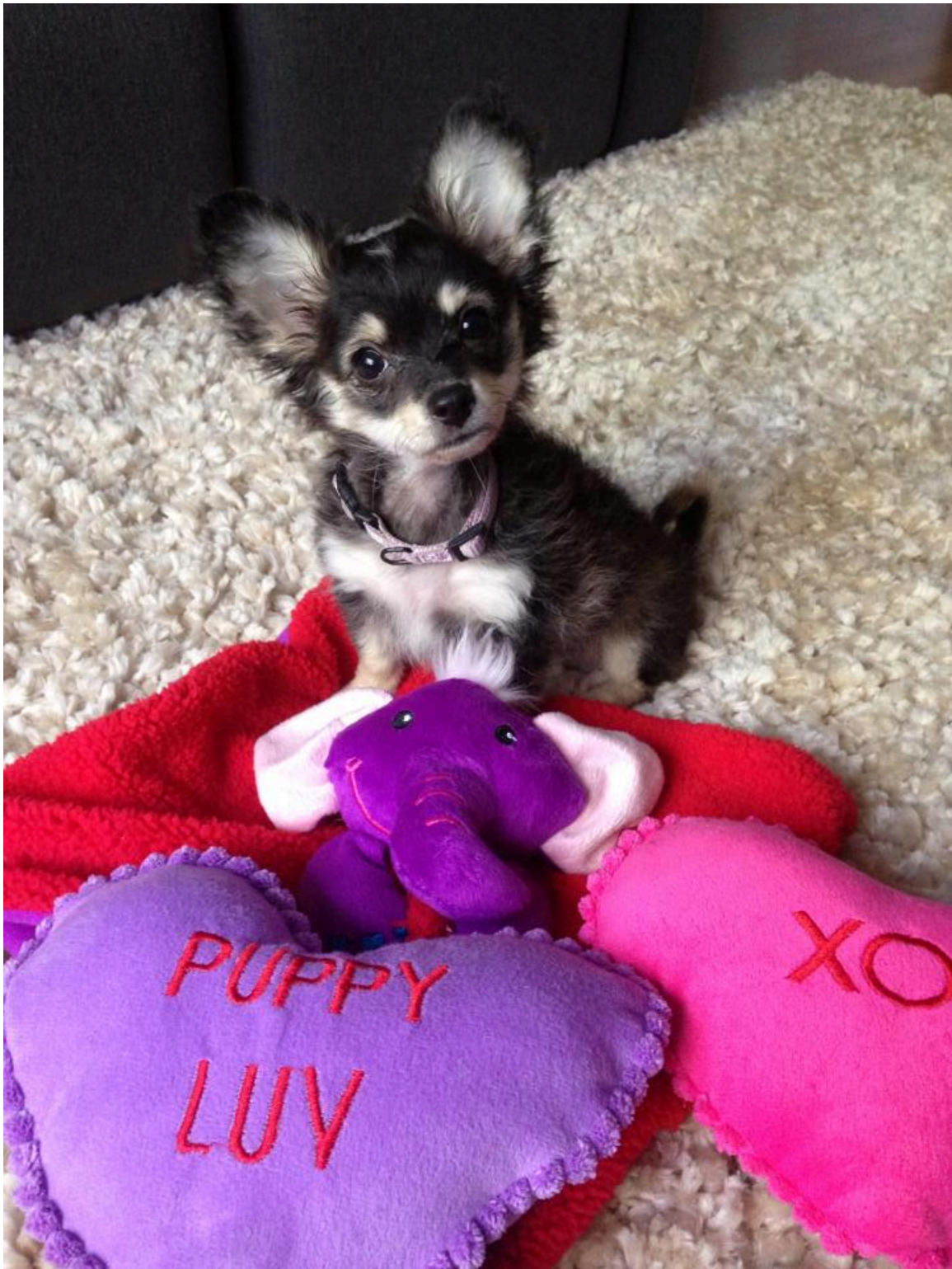














The End!