

A tall glass filled with a vibrant green juice, garnished with a fresh sprig of mint. The glass is set against a background of sliced kiwi fruit, with one slice clearly visible in the foreground. The overall scene is bright and fresh, emphasizing healthy living.

ULTIMATE JUICING

**MAKE CHANGES
STARTING TODAY**

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Use this information at your own risk.

Introduction

What is Juicing?

"When we talk about juicing, what I'm actually talking about is drinking water filtered through plants and I'm talking about 80% of it coming from the vegetables and 20% coming from the fruit." Joe Cross, juicing advocate, producer of "Sick, Fat, and Nearly Dead"

Maybe you've watched the documentary, "Sick, Fat, and Nearly Dead", or a friend or family member is doing it. You've probably seen articles about it on popular websites and in magazines. The fact is that juicing has been an integral part of the health and wellness movement for over 50 years.

It really started gaining traction in 1992, when Jay Kordich, known as "The Juice Man", wrote "The Juiceman's Power of Juicing". Since then, juicing has continued to gain popularity and attracted millions of devoted followers.

So, what is juicing? Simply put it's a process for extracting the juices from fresh fruit and vegetables. Normally this strips away the solid matter, including fiber, pulp, and seeds, leaving just the juice.



This juice contains most of the vitamins, minerals and antioxidants which are contained in the whole fruit and vegetable.

Great! Now that you know what juicing is, let's find out why you should do it.

Why Begin Juicing?

"Juicing provides a simple and effective way to get maximum goodness into the body. Alkalizing leafy greens can help to rebalance our body, but we can't really eat enough greens without having to graze on grass all day long." Beryn Daniel, raw food chef, author and founder of Rawlicious



It's natural to be skeptical of any new health or fitness fad.

But, as we mentioned in our introduction, juicing has been popular for over 50 years, and was used therapeutically as far back as the 1930's. In fact, Linus Pauling, a scientist and two-time Nobel prize winner, was a staunch proponent of juicing.

Juicing is an easy and fast way to acquire the nutrients, vitamins and antioxidants your body needs to stay healthy. Trying to consume all these nutrients through your diet can be very difficult.

Most people can't eat two or three pounds of fruit and vegetables per day! Yet you can easily take in the nutrients contained in all that produce by juicing them.

So, if you struggle to eat enough fruits and vegetables, juicing is a convenient way to ensure you receive a wide variety of vitamins, minerals, and antioxidants.

Many people juice for other reasons as well. Juicing can be used as a nutritious way to detox the body, as part of a weight-loss program, or to help prevent certain diseases.

CHAPTER ONE - Benefits of Juicing

We've briefly discussed some of the benefits of juicing, but let's examine them in more detail.

Here are some of the reasons why juicing is so valuable for our health:

- **Enough Nutrients** - Most of us don't get enough nutrients from our diet alone. Why? Because processing methods and the amount of time it takes to get produce to our local supermarket has led to our food containing fewer nutrients than the food we ate in the past.
- **Environmental** toxins and high-stress levels can increase our requirements for many nutrients and our diets don't come close to meeting these requirements.
- **Nutrient Absorption** - We achieve better nutrient absorption because our gut doesn't have to digest all the fiber contained in fruits and vegetables. Fiber is important but juicing allows you to introduce nutrients directly into your bloodstream.
- **Healthy Bacteria** - Juicing introduces healthy bacteria to our gut. We're learning more and more each day about how important it is to have the right gut biome – the trillions of bacteria, viruses and fungi which live in our digestive tracts.

We now know that these microorganisms can affect everything from brain health to blood sugar. And at least 1/3 of our immune system is located in our gut!

- **Protection** - Increased protection against disease. Fruit and vegetable juices contain minerals and phytonutrients which have been found to protect against cancer, heart disease, and some inflammatory diseases.

They also contain flavonoids and anthocyanins which serve as “anti-oxidants”, meaning they guard against oxidative cellular damage.



- **Body Cleanse** - Juicing can help cleanse and alkalinize your body. When your body is too acidic, your red blood cells clump together and it's difficult for oxygen to reach all your cells. Green leafy vegetables and grasses are effective in balancing your pH level which keeps your body running at optimum health by allowing your red blood cells to flow freely and deliver oxygen efficiently.
- **Weight Loss** - Incorporating juicing into a diet plan provides high-quality nutrition which can help you lose weight in a well-balanced way. The key to effective, long-lasting weight loss is to consume nutrient-rich foods.

Juicing is a fast and relatively easy way to consume all the nutrients you need to improve your health.

From preventing disease, increasing nutrient absorption, cleansing the body, or achieving and maintaining a healthy weight, it's clear that juicing is an incredible tool in the quest for increased health.

CHAPTER TWO - Juicing for Weight Loss

There are several reasons why juicing is an incredible addition to a weight-loss plan. Once you start drinking freshly juiced fruits and vegetables, you will begin to see a reduction in cravings, and an increase in your overall energy.

Your Cravings Will Start to Disappear

You can have the greatest will power in the world, but at some point in your diet, you will start to crave certain foods. And they aren't the healthy, low-calorie foods on your weight loss plan.

They're probably junk foods which are low in nutrition and high in calories. Cravings are one of the greatest pitfalls that dieters face. They derail many a dedicated dieter and make it difficult to get off the yo-yo dieting carousel.

But juicing can help you overcome unhealthy cravings. When you drink a glass of freshly made vegetable or green juice, you are loading your body with all the vitamins and minerals which it needs.

You will find that as your body is fed nutritious food, it will stop sending signals to your brain which cause you to want certain foods.

You are loading every cell of your body with detoxifying minerals and essential nutrients.



For example, one of the reasons our bodies crave sugar is because we are lacking in chromium. This micronutrient serves an important function in our bodies as it is required by the pancreas to encourage the production of insulin. In turn, insulin helps control our blood sugar levels.

Unfortunately, our modern diet can deplete our body's chromium by eliminating it in our urine. Stress, exercise, and even pregnancy can cause our bodies to excrete chromium as well.

Fortunately, there are several fruits and vegetables which are high in chromium. Spinach, beets, and green peppers are all good sources of this important mineral. Vitamin C allows the body to absorb chromium more effectively so add a vitamin-rich fruit or vegetable to your juice for best results.

You'll Feel More Energetic

Why will you start to feel more energetic and why is that important to weight-loss? Let's start with the factors which lead to a feeling of increased vitality and endurance.

Juicing provides:

Improved Nutrition

We've already covered this, but it bears repeating. Juicing allows you to consume more fresh produce than you could possibly eat. On average you can get 5 or 6 servings of fruits and vegetables in one glass of juice. The antioxidants, vitamins, and minerals support your body's energy cycle and metabolism.

More Efficient Nutrient Delivery

Nutrients are more readily absorbed by the body when consumed in juice form. Breaking down food is complex and if you have any digestive issues, such as gastritis, infections, IBS, or celiac disease, it will be even more difficult for your body to absorb nutrients from food.

Juicing gives your digestive system a much-needed break, enabling your body to reduce the energy normally demanded by our body's complex digestive process.

Increased Hydration

Most people find it impossible to drink the recommended 8 glasses of water per day.

Drinking juices will increase your daily fluid intake dramatically. Your body needs to be properly hydrated in order to function at peak levels.



Eliminates Junk Foods From Your Diet

If you're juicing, then you should be filling up on healthy nutrients and not on processed sugars, caffeine, MSG, and other unhealthy substances.

Yes, caffeine and sugar will give you a burst of energy, but eventually, you'll crash – and hard! In contrast, consuming juiced fruits and vegetables, will provide increased energy which remains steady with no highs or lows.

Improved Sleep

Insomnia and restless sleep is a serious health concern. It can exacerbate existing conditions and weaken the immune system. It can also negatively impact your quality of life.

But as your overall health improves, so will your sleep. Once you are getting enough sleep, you will feel more energetic and rested during your waking hours. Your immune system will get stronger and systemic inflammation will be reduced.

Elimination of Toxins

You are now consuming fewer toxins which improves your energy levels since your liver and kidneys have less of a workload. Your body is not being taxed so resources can now go towards ensuring your overall well-being instead of working overtime to cleanse your system.

Pain Reduction



Anyone who suffers from chronic pain can attest to the draining effects of pain.

It interferes with sleep and the accompanying inflammation causes the body to use vital resources which further depletes energy.

By improving your nutritional intake, juicing allows the body to combat inflammation and even reduce pain. Less pain and inflammation combined with better sleep, means more energy.

Now, that you have more energy, you can begin and maintain an exercise plan which will complement your weight-loss plan and help you reach your goal more quickly.

CHAPTER THREE Lowering the Risk of Disease

We are living longer than ever before. However, it isn't just longevity that we seek but rather an overall improved quality of life. That's why disease prevention is the ultimate goal for most people.

Cancer, heart disease, and strokes are the leading causes of death while dementia, Type 2 diabetes, and auto-immune diseases plague many people as they approach their golden years.

On the other hand, we can go through our entire lives without major health issues, only to be stricken by Alzheimer's disease or other types of dementia, as we reach the age where we should be enjoying our retirement.

What if we could lower our risk of any of these diseases? Is it possible to live a longer, healthier life?

Consuming healthy foods, in conjunction with avoiding high-risk activities (such as smoking), and moderate exercise have been proven to lower the risk of many common illnesses and conditions.

Juicing, with its ability to deliver nutrients in an easy to digest form, can be a powerful component of a healthy lifestyle.



There's plenty of evidence demonstrating that eating whole fruits and vegetable can reduce the risk of developing certain diseases. Unfortunately, studies for fruit and vegetable juices are more difficult to find.

However, a study published in the International Journal of Food and Nutrition, found that the health benefits of fruits and vegetables was due to antioxidants and not fiber.

This means that juicing may provide comparable health benefits to whole fruits and vegetables, particularly since one glass of juice contains the nutrients available in 5 to 6 servings of produce.

There are other interesting developments in the study of fruit and vegetable juices:

Heart Disease

Pomegranate and apple juices have been found to reduce blood pressure and cholesterol levels. And consuming fruit and vegetables in juice form may reduce homocysteine levels which have been shown to improve overall heart health. Beetroot is rich in nitrate which becomes nitrous oxide in the body.

Nitrous oxide widens the arteries and blood vessels in the body which lowers blood pressure. In fact, research has discovered that drinking a 250ml glass of beetroot juice offers the same benefit as taking a nitrate tablet.

Alzheimer's Disease

One large study published in the American Journal of Medicine, detailed that the risk of Alzheimer's disease was reduced in the participants who drank fruit and



vegetables, 3 or 4 times a week, compared with the participants who only drank these juices once a week or didn't drink them at all.

It appears that polyphenols found in fruits and vegetables are powerful antioxidants which help protect brain cells.

Strokes

Reducing blood pressure and cholesterol levels is also key in preventing strokes. The results of the study which found the benefits of pomegranate and apple juices, also apply to lowering the risk of strokes.

Cancer

Juicing provides the body with phytonutrients, enzymes, carotenoids, and antioxidants, which have all been found to help prevent some types of cancer by helping to neutralize cancer-causing free radicals.

They also enhance immune function. A healthy immune system is necessary to fight the viruses which cause some cancers such as the human papillomavirus.

Auto-immune Diseases

Our bodies have a powerful defense mechanism in our immune system to prevent foreign substances from causing damage. Unfortunately, our immune system utilizes chemical and cellular processes which result in inflammation.

When the immune system turns on itself, this inflammation can lead to auto-immune diseases such as rheumatoid arthritis, lupus, multiple sclerosis, and psoriasis, to name a few.

Our diet can exacerbate inflammation even in healthy individuals, but it's even more dramatic in those who are suffering from an auto-immune condition. Fasting, either total or in the form of juice fasting, has been studied in patients suffering from rheumatoid arthritis.

This research demonstrates that fasting can result in significant long-term improvement by reducing inflammation in the body.

Consuming a healthy combination of fruits and vegetables is integral in improving our overall health and lowering our risk of any diseases. A well-nourished body can better withstand and recover from illness.

Conclusion

It's easy to dismiss juicing as just another fad. But the evidence demonstrates that there are countless benefits to incorporating juicing into your lifestyle. Extracting the juice from fruits and vegetables strips them of their bulk while allowing the important nutrients to remain.

It's an easy way to ensure that you are consuming all the vitamins, minerals, and antioxidants that your body needs.

When we consider how poor the average Western diet is, and how inadequate our food supply has become due to pollution and the delay in reaching market, it is no wonder that we are suffering from more and more chronic illnesses.



Juicing offers us the ability to reverse the damage that our poor diets have caused and can help us in transitioning to a healthier way of eating. By reducing cravings for junk food and increasing our overall energy, we are in a better position to resist falling back into unhealthy eating patterns.

With a little bit of research, you can find the ideal combination of fruits and vegetables for you to achieve optimal health. You may also be able to improve any existing medical conditions by taking advantage of the anti-inflammatory properties of many fruits and vegetables.

We all want to live a healthier and more vital life, well into old age. Take the opportunity and see for yourself how juicing can help you achieve this goal.