Success With Your Patients — Fine Tune Your 21-Day Cleanse

Christina Youngren, N.D.
Goals of Webinar

• Implement a successful 21-day cleanse program in your office
• Choose a cleanse program that works best for your patients
• How to organize & conduct your cleanse
• Additional support or “add-on’s” for your cleanse program
Keys to a Successful Program

❖ **Organization**
  • Planning your talk/presentation that sells the cleanse
  • Marketing timeline
  • Cleanse schedule

❖ **Timing** - Choose a time of year that is conducive for conducting a cleanse
  • Fall and New Year
  • Can offer 2-3x/year (eg. Spring Cleaning Cleanse)

❖ **Size**
  • Group vs. Couples vs. Individual
  • Cost effective, maximizing time

❖ **Cleanse program that works for your patient population**
Choosing Your Cleanse Program

Master Cleanse (Stanley Burroughs) or Lemonade Cleanse
- 7-14 day program
- Strictly cleansing diet
- Weight loss
- Dissolves and eliminates toxins
- Symptomatic relief of arthritic symptoms, infections, pain, gout, and many more

Juice or Water Fasts
- Detox and weight loss, meal replacement
- Ok short-term (a day or two), but not long term
- Complete during down time
Choosing Your Cleanse Program

Fresh Fruit Cleanse
- 1-7 day programs
- “re-set” metabolism
- High antioxidant diet helps w/ detoxification
- > 1 day excretion of mucus occurs
- Not advisable for individuals w/ diabetes, IR, or high yeast or Candida flora

Liver Cleansing Diet (Dr. Cabot, MD)
- All vegetables to be eaten raw
- Fruits, small amount of grains, protein & fats; eggs ok
- Portion control > Calorie counting
- Liver flushing products that works solely on liver
21-Day Cleanse with Food Allergy Elimination

- Making healthier food choices
- Intake essential nutrients and supplement support (through a protein shake) that helps support cleansing
- Reduction in foods that cause allergy-type symptoms
  - Taking away allergenic or “culprit” foods from the diet
- Reduction in foods that cause body-wide inflammation
  - The ill-effects that they experience will often reduce or completely go away when the food they eat are removed
- Controlled, steady weight loss; not about calorie counting
  - Animal studies show they have diminished detoxification rates when their food supply is low

21-Day Cleanse with Food Allergy Elimination

- Enhance Detoxification Pathways
  - Environmental toxins
    - Pollution, Inhalants, Pesticides/herbicides, radiation
  - Lifestyle toxins
    - Dietary, ETOH, personal care products
  - Internal toxins
    - Stress, metabolic by-products (xenobiotics), yeast/bacteria overgrowth
Foods to Eliminate

- Dairy (milk, cheese, butter)
- Eggs
- Gluten grains & refined flours (wheat, barley, oat, pasta, bread)
- Sugar, High Fructose Corn Syrup
- Soy & Soy-containing products
- Processed meat, shellfish
- Yeast-containing foods
- Peanuts, Pistachios
- Tomatoes, Eggplant, White Potato, Chili Peppers, Bell Peppers
- Alcohol, caffeine
- Fruits high in sugar* (Bananas, grapes, dried fruits)
- High-mercury containing fish (eg. Swordfish, tuna, King mackerel)
- Artificial food additives

* Diabetic or Insulin Resistant patient
Foods to Consume

- All vegetables (refer to “Dirty Dozen & Clean Fifteen”)

- Most fruits except what’s listed in “Avoid Food” section

- Deep-sea Fish (Salmon, Cod, Sole, etc.)

- Animal proteins - Organic, free-range or Kosher

- Non-gluten containing grains

- Beans and Legumes

- Nuts and seeds

- Nutritional & Cooking oils, Dressings - organic extra virgin, cold-pressed olive oil, organic sesame oil, organic virgin coconut oil, grapeseed oil, or organic flax oil
Foods to Limit

- Honey
- 100% Pure maple syrup
- Agave nectar
- Stevia
- Certain fruits, high on the glycemic index scale
Fluid Intake

Water

- \( \frac{1}{2} \) body weight in ounces
- Varies on level of activity and how healthy and clean your diet is so that could be reduced
  - NO reduction of water intake during a cleanse
- During cleanse \( \frac{1}{2} \) body weight in ounces and should be a baseline and urine should be clear, but increasing that amount by 20% is a good place to start

Other Liquids

- Herbal teas, green tea, Roobios tea, white tea
- Diluted fruit juices can be added to sparkling water
At Home Cleansing & Aiding the Organs of Elimination

*Provide handouts for the following:*

- Castor Oil Pack
- Skin/Tongue Brushing
- Neti Pot (educate on using sterile water)
- Shower Contrast Hydrotherapy

Refer (if not at clinic)

- IR sauna therapy
- Colonics
- Constitutional Hydrotherapy
Sleep, Rest, Meditation, & Exercise

- **Sleep** - 7 to 8 hours recommended
- **Rest** - Essential in first 3-4 days when the body is adjusting to dietary changes
- **Maintain exercise** - aids in detoxification; don’t start up a new exercise program
- **Yoga**
- **Meditation/Journaling**
Conducting the Cleanse

3 weeks (plus reintroduction)

• Fits into your work/life schedule

• Most likely weekend or evening/after hour meeting times

• Complete cleanse before - highly advisable. Can opt to do it the first time with the group

Timing

• 2x/year - Choose ideal time

• Fall and New Year
Marketing & Promotion

3-5 week lead time

- Your business website/blog — FREE
- Listserv (eg. Constant Contact)
- Local flyers, flyers at local natural food store
- Social media outlets (eg. Facebook, Twitter, LinkedIn, MeetUp)
- Word of mouth — FREE

Patient education seminar-1 week prior
Group vs. Individual

- Personal preference
- Recommend no more than 6-8 participants first time you do it
  - Block off approximately 3 hours out of your work schedule for going over Health Assessment w/ patient
  - Can be integrated onto a normal work day
  - Individualize cleanse at this time
- 10-15 participants once you have it mastered
- >15 participants it is helpful to have assistance in conducting
  - Medical assistant, intern, staff member, medical student, friend/family who will participate at discounted price or free
Benefits Of Group Cleanse

- Group provides forum for sharing ideas & recipes
- Participants get built-in support as they go through it
  - Eg. patient whose husband was not supportive
- Noticeably higher success Rates & greater adherence
- Maximize your time & profit margin
- A lot more fun!
Cleanse Schedule

- Week 1: Initial presentation (group) meeting #1
  - Space to fit 15 people, projector & screen, ppt
- Week 2: Individual Health Assessment (individual)
  - Participants begin the cleanse next day
- Week 3: Group meeting #2
- Week 4: No meeting
- Week 5: Group meeting #3
  - Wrap up
  - Discuss Reintroduction
# Overview of Cleanse Schedule

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- **Meeting #1:** Give “How to Prepare for Cleanse” Handout
- **Meeting #2:**
- **Meeting #3:** Go over Re-introduction Schedule
Initial Cleanse Presentation

*Educational talk 7-10 days prior to starting cleanse*

- 75 min/aprox. 90 min including set up/take down
- 25-30 ppt slide show presentation of “Benefits of Doing A Cleanse”
- Distribute “How to Prepare for Cleanse” Handout
- Protein sample table - *MUST HAVE!*
  - Sign up w/ protein drink preference
- Menu (Binder) w/ Individual “Add-ons”
“How to Prepare for Cleanse”

Handout

PREPARING FOR THE 21-DAY DETOX

Grocery Shopping List:
A few recommended items are listed to stock up on. This is only a partial list to help you get started. You will most likely find what works best for you as you progress through the 21-Day Detox.

- Unsweetened Vanilla or Plain Almond, Hemp, Rice, Coconut, or Hazelnut Milk (2-3 quarts). NO SOY
- Organic Basmati, Jasmine, Wild or Brown Rice
- Quinoa, amaranth for starch/sides
- Gluten free oats or steel cut oats
- Grape seed or olive oil for salad dressing and cooking
- Apple cider vinegar for salad dressing
- Plenty of limes/lemons for salad dressings
- Almond, organic sunflower, macadamia nut butters. NO Peanut Butter
- Protein snacks: nuts, legumes, and avocados
- Rice crackers and rice cakes. NO CORN
- Frozen and non-frozen berries and fruits for smoothies
- Dips/Spreads: Hummus, Pesto, Jam/Jelly
- Plenty of fruits and vegetables (Refer to “Dirty Dozen|Clean Fifteen” list)
- Greens for salads
- Pastured, grass-fed, organic turkey, chicken
- Wild caught fish (Canned salmon, Alaskan Salmon, Sole, Tilapia)
- Vegetable stock. NO TOMATO in stock
Individual Health Assessment

- Provided in your office the week after initial presentation
- Ensure you have blocked clinic time in advance, especially if during normal business hours.
- 25 min increments x number of participants
- Review Health Assessment and advise any additional support
- Provide mini PE or any necessary exams (eg. Heart, lung, thyroid; can add on ENT, Abdominal)
- Administer 1st Vitamin B12 injection
Sample Health Assessment

Patient Name__________________________ Age_____ Height _____ Weight _____(lb) BP_____/____ TEMP_____ 
BMI_______ Waist:Hip _______ Blood Type _______

My Health Assessment
Please read thoroughly and fill out the entire questionnaire.
List your reasons for wanting to participate in cleanse
1. ________________________________
2. ________________________________
3. ________________________________

Rate your overall digestion (circle).
Very Good  Good  Fair  Poor

Do you experience any of the following symptoms? Please mark all that apply.
Symptom  Immediately  Shortly After  Delayed (>30 min)
Gas  ☐  ☐  ☐
Bloating  ☐  ☐  ☐
Belching  ☐  ☐  ☐
Upset stomach  ☐  ☐  ☐
Nausea  ☐  ☐  ☐

Do you have regular (daily) bowel movements?
Yes  No

If you answered no, how many days (on average) between bowel movements (circle)?
1 to 2  3 to 4  5 or more

Have you been on Antibiotics ____>5 times ____>10 times in a lifetime?

On a scale of 1-10, how would you rate your day-to-day energy level?
(Poor) 1  2  3  4  5  6  7  8  9  10 (Good)

In terms of energy, circle “O” what time/s of day is best and put an “X” through time/s that are the worst.
AM 5 6 7 8 9 10 11 12 1  2  3  4  5  6  7  8  9  10 11 12 AM

Which of the following do you experience or feel challenged by? Check all that apply.

Metabolic/Weight
☐ Inability to lose weight
☐ Food cravings
☐ Binge eating
☐ Water retention
☐ Other __________

Head/Neurologic
☐ Migraines _____x/month
☐ Headaches _____x/month
☐ Earaches
☐ Ear infection
☐ Ringing in ears
Individualizing (Add-on’s)

- Choose Protein Drink (Mandatory)
  - Flavored, Plain, Anti-inflammatory, Pea vs. Rice, Combo pea/rice
- Supplement Support (Highly Recommended)
  - Most common: Fiber, probiotics, adrenal support, Fish Oil, curcumin, melatonin, liquid or oral B12
- Colonics (Optional)
  - 1 weekly; more if chemically reactive (eg. 5 in 2 weeks)
- Constitutional Hydrotherapy (Optional)
Individualizing (Add-on’s)

• IR-Sauna (Optional) — helps to increase lipolysis and toxin release. Most effective for blood and lymph movement

• Intramuscular Injections (Optional)
  
  • Vitamin B12 (2cc methyl cobalamin)
  
  • Vitamin B12+ (1½ cc methyl cobalamin + ½ cc B-Complex)

  • Fat Burner/Slim Shot/Detox Shot (1½ cc Methionine, Inositol, Choline/MIC + 1cc methyl cobalamin + ½ cc B-Complex)
Group Meeting #1

• **Allow for 1 Hour meet time**

• 1 week into cleanse

• Introduction of group and their reason for doing the cleanse

• **10 min mini talk** - “Cleaning up Your Home & Personal Care Products”

• Leave time to discuss questions and individual concerns

• Administer 2nd B12 injection or can also be done during normal business hours
Additional Group Meetings

Break Week (no meeting)

• 2nd week into cleanse

• Administer 3rd B12 injection during normal business hours or can offer 1 Hour “Happy Hours” after normal business hours

Group Meeting #2

• Allow for 1 hour meet time

• Conclusion of cleanse

• Reintroduction Schedule
## Overall Suggested Schedule + Vit B12 injections

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- **Present Talk**
- **Give “How to Prepare for Cleanse” Handout**
- **Start Cleanse**
- **IM B-12 #1**
- **IM B-12 #2**
- **IM B-12 #3**
**Protein Drink Schedule**: 

* Based on using 1 container of protein drink
* 1 scoop per serving (on container it is 2 scoops per serving)

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Serving size:
1 scoop in 8-10 oz of water, fruit juice/ice, coconut, almond, hemp, rice milk. **NO SOY.**

✓ = Check off with intake of each protein drink
Reintroduction

Just as important as the elimination portion

• Introduce 1 new food every 3 days

• Eat generous amount of food that’s being reintroduced for 3 meals
  • Eg. 1 cup of milk, 2 slices of cheese, 2 slices of bread

• If no return of symptoms re-introduce another food next day repeat for 3 meals for 3 days

• Monitor symptoms - provide sheet for this

• Discontinue if return of any old symptoms occur, continue elimination of that food for another 2 months. Longer if symptoms significant.

• If they have a reaction do not challenge another food until the reaction has cleared
Cost & Profit:

Example #1
$225 per person x 6 participants
$1,350

- ($198/$33) Protein drink
- ($30/$5) Blender shaker
- ($7.50/1.25) photo copies/folders
$1,114 (aprox $150 hour/7.4 hours)
Add On's (Supplements, IM inject., Castor oil packs)
500 (ave $83 add'l/person)

$1,614

Example #2
$250 per person x 6 participants
$1,500

- ($198/$33) Protein drink
- ($30/$5) Blender shaker
- ($7.50/1.25) photo copies/folders
$1,264 (aprox $165 hour/7.4 hours)
Add On's (Supplements, IM inject., Castor oil packs)
500 (ave $83 add'l/person)

$1,764
Case 1 - 54 y/o female

- Occupation: nurse
- Hx of osteoporosis of hip x10 years
- Addicted to caffeine - had several cups t/o day
- Sugar cravings
- No vigorous exercise x3 years
- Goal: be in better health for hip replacement surgery in 4 months
Case 1 - 54 y/o female

- Lost total of 7 lbs
- Hip pain decreased significantly by end of week 1
- Began walking for exercise by day 10
- Cont. walking t/o rest of detox
- Had very vivid dreams w/ restful sleep t/o
- After detox cont. to stay off of wheat, sugar, dairy caffeine
- Successful hip replacement & recovery went well
Case 2 - 34 y/o male

• Occupation: Theatre Director
• Hx of “acne” x20 years all over body, larger boil-like eruptions on legs & chest
• Hx of smoking x17 years; began 1-2 in past 6 months
• Onychomycosis could no longer wear closed toe shoes
• Hyperhidrosis over entire body
• Could no longer wear pants - only shorts d/t irritating skin eruptions on legs
• Used topical steroid cream daily
• Goal: Lifestyle, Fertility, reduce acne
Case 2 - 34 y/o male

- Dx his skin eruptions as Keratosis Pilaris
- Arctic Cod Liver Oil/Lemon - 1 tbl/day with last meal of day
- Zinc - Liquid form as a necessary prenatal mineral; 1 capsule day. Use Challenge 1x/week to monitor zinc absorption and status
- Grapeseed Extract - 1 capsule 3x/day with meals (take to tolerance, if stomach becomes upset reduce dose by 1 capsule or stop altogether)
- TherBiotic (probiotic) - ¼ tsp/day until finished bottle. Take away from Grapeseed Extract
- A-Mulsion Liquid - 5 drops a day w/ first meal of day for 45 days.
Case 2 - 34 y/o male

3 weeks
• Lost 10 lbs
• Stopped smoking
• Decreased irritability, noted by his staff

6 weeks
• Sweating almost completely resolved
• Keratosis Pilaris significantly reduced
• Began yoga
Case 2 - 34 y/o male

8 weeks
• Wore pants for first time in 5 years
• Occasional sweating, but feels “normal”
• Wife got PREGNANT!

12 weeks
• Wearing shoes and socks, onychomycosis remains on 1 toe
• Skin eruptions almost completely gone, few remain but do not break out
• Able to wear suit to opening of show, no sweating issues
• Lost total of 15 lbs
Case 3 - 38 y/o male

- Occupation: Refinery Worker
- Dx of RA x4 years
- Parasthesia in hands/feet for 14 months; worse at work when wearing boots and working on machinery
- Diplopia for past 8 months. Wears patch on left eye to prevent double vision
- Hip:Waist >1.0 (obese)
- Lives and works near the refinery in Houston, Tx area
Case 3 - 38 y/o male

- No longer has any signs of rheumatoid arthritis
- Off prescription medication (Methotrexate)
- Double vision completely resolved
- No longer has paresthesia in hands, 95% resolved in his feet
- Kept almost all of weight he lost off (9 out of 12 lbs)
- Continues to exercise regularly
- Now finds that Dr. Pepper that he used to have daily is just “too sweet” and no longer drinks it
Case 4 - 55 y/o male

- Occupation: Building Manager
- Gout
- Hx of hyperlipidemia x8 years
- Elevated fasting glucose
- Feels “like his body is falling apart around him”
- Goal: Lose weight, control Gout outbreaks
Case 4 - 55 y/o male

• pH Quin (Greens product) - 1 capsule 3x/day to help support alkalinity and detox process

• Gymnema 15 drops in water TID - to help balance blood glucose and reduce sugar cravings

• Fish Oils (2xday 1000mg)

• Vit D (4000 IU)

• Probiotics throughout entire detox

• 500mg Vitamin C/day to help reduce gout outbreaks and excrete uric acid

• UTM pre/post to assess current and chronic Pb exposure
Case 4 - 55 y/o male

- **Unsuccessful Case**

- Learned that he would rather run an IgG FAP to assess food allergies.
  
  - “I’d prefer to know what I can’t eat than go through all this to eliminate everything”

- Teaches us that patient compliancy and where their level of commitment is, is key to success
Who Should Not Complete a Cleanse or Detox

• Pregnant or breastfeeding women
• Children
• Individuals who with anemia, eating disorder, extreme fatigue or weakness, active chronic conditions/cancer
• Anyone competing in or training for an endurance event
Summary

- Participate in cleanse w/ patients or complete it before
- Be sure to have 3-4 week lead time to present your initial talk
- Presentation/Talk - “sells” your cleanse
- Choose time of year wisely (eg. Fall, New year, Spring)
- Clearly outline the cleanse calendar schedule into your life/work schedule
- Be organized. Have all handouts, protein samples, Add-on Menu’s available and displayed at your initial presentation
Resources:
Special Thanks

- Mentor
  - Walter Crinnion, N.D

- Cleanse program development
  - Spice Lussier, N.D.

- SCNM Residents 2011
  - Katie Disharoon, N.D.
  - Krystle Etri, N.D.
  - Adrienne Stewart, N.D.
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