

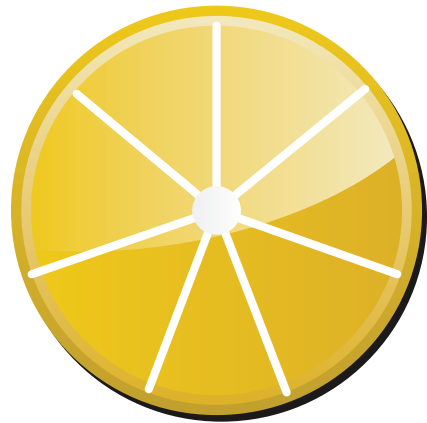
Starting The Master Cleanse

11 Steps to Successfully Starting The Master Cleanse Version 1.0

By Mike Olaski with Tom Woloshyn
1st Edition • December 26, 2009



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0 - Introduction

Starting The Master Cleanse

This book will address how to get started with The Master Cleanse. While it contains detailed information about The Master Cleanse, I would still recommend that—should you be considering carrying out the cleanse—you pick up a more comprehensive book. I recommend Tom Woloshyn’s *The Complete Master Cleanse*. Tom is one of the leading practitioners of The Master Cleanse today. Not only is he one (text missing #edit)

BOOK FORMAT

Conversational Tone and Format

This book is the result of an interview I conducted with Tom Woloshyn. Having personally carried out the Cleanse six times, and having discussed it with thousands of people on TheMasterCleanse.org, I recognized numerous areas of concern for new Cleansers. The interview was crafted around accounts of these potential and actual pitfalls. Each section of this book reflects the perspectives of both the interviewer (myself), and the interviewee (Tom Woloshyn).

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Content provided by my questions to Tom or subsequently inserted during editing will be displayed in a unique typographical way, as illustrated by this paragraph.

Links to Websites

BOOK SERIES

This book is the first in a series on the topic, and each chapter covers the contributions of renowned authors or teachers in holistic medicine, homeopathy or naturopathic medicine. This version 1.0 is the result of first my interpretation of the most obvious issues regarding the obstacles to successfully starting The Master Cleanse. I then presented my findings to the first of several thought leaders in the space of alternative medicine, homeopathy, holistic and naturopathic medicine.

With each new interview, a new edit, or version of this book will be released. If you have paid for this book one time, you will receive updates for life. Watch for version 2.0 sometime in the Spring of 2010 with contributions from Master Cleanse author Peter Glickman.

DISCUSSION POINTS

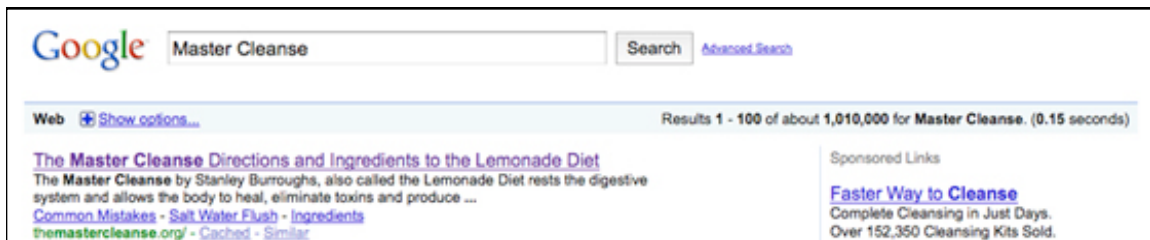
Each chapter begins with discussion points. These points are the main topics of the chapter that follows. Each of the 3 main discussion points were issues that became prominent in my discussion with Tom, however there are obviously more details and concepts that are either briefly addressed in this text, or not covered at

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all. Since this book will evolve over time with each new interview, and since neither myself, nor Tom, nor any one individual can relate every issue (especially in a short format Ebook), I have created a page on the website for discussing not only the book, but the the books sections, and the key points for each section. This will make this book open for inclusion, and exclusion of certain issues as they become obvious. Please feel free to click through at any chapter using the provided link to enter the conversation at the website. You can also see the outline for the book on the first page of the series at <http://themastercleanse.org/successfully-starting-the-master-cleanse>

1 - Researching The Master Cleanse

Finding a Signal Through The Noise



Discussion Points: These points are open for discussion on TheMasterCleanse.org/researching-the-master-cleanse - check the website for the latest ideas from authors, practitioners and cleansers like you.

1. Read The Original Text and/or Dedicated Authors
2. Find an experienced and patient practitioner
3. Trust your intuition

The Master Cleanse clearly has a rich history that most of us want to grasp, and the specifics (such as the ingredients and the directions) are important, but what I'm interested in discussing here is this concept of the signal versus the noise.

This concept is especially true today, when most of us begin and end our research online. Pretty much everyone begins by Googling "Master Cleanse" which—since I am ranked number one for that keyword—generally takes them to my website. But not everyone searches for the right keywords, so they can end up in all kinds of places. There are literally millions of pages that use that keyword alone.

This can cause information overload, whereby people become simply overwhelmed. Because there is so much noise, they reach a point where they are unable to start this process. With this in mind, I wanted to ask: do you have any advice for people regarding trustworthy sources, given how difficult it is to gauge the so-called experts' credentials on this topic?

Well, how I started was, I originally read Stanley Burroughs' book *The Master Cleanser*. Burroughs discovered and developed The Master Cleanse while searching for ways to heal ulcers without using (color) (#edit meaning unclear) therapy, through a process of what he called divine inspiration.

And I think that if others have come to this place where they feel inspired, they should trust that intuition. When searching out a source of information, investigate the source. When deciding whether or not to do the cleanse, it's important to ask the right questions of the right sources. Personally, when my advice has been sought, I've done consultations, spent up to an hour and a half in order to provide people with the right information.

I've asked people where they are learning about the Cleanse, and they will say "Well, I was chatting with my hairdresser," or "I was talking to the postman," or "I was talking to my neighbor." And I ask "Have they ever done The Master Cleanse?" To which they reply, "Well, no they haven't." I often continue, "Have they ever treated one person with The Master Cleanse?" "No, they haven't," comes the reply. "Well, I think you should continue to trust them as long as you allow me to come in and cut and dye your hair, okay? I have never cut anybody's hair, I've never dyed anybody's hair. So this is what we're going to do. You're going to go to them for cleansing information, and you're going to come to me for your hair."

At this point, the necessity of consulting with an expert in the field, of questioning his or her credentials, becomes quite apparent to them. Even within alternative health circles, questionable advice can occur. I've encountered people who have approached a naturopath, only to be told "No, I don't think you should do this Cleanse." My first response is, "Has this naturopath ever done the Master Cleanse?" And they say, "No." "Have they ever treated anybody while using it?" Again, "No."

I can only reiterate, "Look, this is my specialty. I myself have spent almost three years of my life on this diet. I've treated tens of thousands of others. Just talking to people on the phone alone has probably accounted for well over 10,000 people."

Every day I address two, three, four, five, six people at a time, all with specific questions, problems or issues.

You know, in order to access it quickly, I keep most of that information in my head. I don't even keep notes, for the most part, because I am interested in people and their individual stories. Bottom line: if you're deciding to do the Cleanse, talk to somebody who's actually done it. Not only that, but follow up with other trustworthy sources, since there is so much misinformation out there that it's easy—although a complete waste of time—to do it incorrectly.

I was checking out YouTube recently, and there was a clip of somebody describing how to do the Cleanse incorrectly. I continued surfing through more related YouTube videos and a guy in one said, "I made a mistake on how to do the Cleanse and this has to be done wrong." I was almost certain he must have read my book. Yet he continued with advice that was incorrect. Basically, using his Master Cleanse method, people would fail. And there are literally dozens of YouTube videos that will tell you how to do it wrong.

Another good example of this misinformation can be found back in July, when in an article for *First* magazine, I (alongside six or seven others) was interviewed about The Master Cleanse. And in spite of my warnings that it would cause problems for people, they printed some poor advice. People were calling me saying, "I'm on the Cleanse and I'm not feeling well and it doesn't seem to be working. And I

followed what they said in the article." I said, "That's not how to do the Cleanse." So again, I don't know the circulation of their magazine, but hundreds, maybe thousands of people probably read that article.

Others have called me and said, "I tried it. It didn't work. I went and got your book and I realized I was doing it all wrong. I've since tried it again and it's worked great." What I am saying is, it's important to do the ground work, to spend 15 or 20 minutes with a potential client on the phone, conduct an interview, that kind of thing. Even for an initial interview, there aren't enough practitioners out there willing to spend that kind of time. But I believe it's essential that, in order to undergo this process, people know who and what they're getting involved with.

Because the Master Cleanse is a commitment. For two weeks of your life, you are focused entirely on the cleanse 24/7. It's not like you take three pills three times a day and drink extra water. It's not like that at all; it takes dedication. Yet the payoff is 1,000 times greater than what that commitment requires. If you're going to do something like this, invest such time and energy, you might as well find the best practitioner and do it properly.

Yes, exactly. You know, on that point—and maybe just to wrap up this portion—there are governing bodies attached to certain fields. Is there anything currently emerging or in place that would provide credentials to experienced practitioners developing the Master Cleanse? Should one seek only holistic healers or

naturopathic doctors, especially given their lack of specific experience in this area? I mean, clearly you have a lot of experience in the area, but how does an interested party distinguish who else does or indeed who doesn't? How do I get past all that noise and find the signals?

You do have to ask. The first and most obvious thing to do is simple: read my book and understand the process. From there, you can ask practitioners about their experience with the Cleanse; what they've done, how they've done it, how often they've done it and what kind of adjuncts and services they provide.

I've taught several hundreds of people for many years and there are plenty of others around. True, there is barely anyone as completely committed to Stanley Burroughs' work as I am, because this is all I've really done for 30 years. And that's okay. I wouldn't expect everybody I teach to be a student of either myself or Stanley. You have to do some investigation of you own.

Yes, and it must take some objectivity. Which I imagine is the frustrating part of online research. Some people encounter bold claims, are immediately smitten by it and will buy whatever they say, while others are so jaded and skeptical that they will fail to make choices in any direction.

Having said that, however, it's sort of funny and revealing how the Internet can be self-regulating in that way. For example, eBay has a very simple system of

feedback. Sellers receive either positive or negative feedback based simply on a tally from an aggregate of users, all of which accumulates with the number of items sold. Based on this, a bidder can generally discern whether or not this is a viable vendor for your purchase. And I think we are developing those skills as we gain experience sifting through information online. At the end of the day, it's definitely incumbent on the users to have the confidence and judgment to determine whether or not the Cleanse is right for them, to ask the right questions, strive for objectivity and ultimately make the right choice for themselves.

The point is that sometimes I encounter people who will say, "Well, I don't know if I should do this, or if I should see you, or if I should do that." And there are different ways of determining that. I ask people to not trust me automatically and not trust anybody else necessarily, but to trust their own intuition, their own higher self. And it's good to be self empowered. There are a couple of different ways to do this.

I'll ask people to just go home and meditate on whatever suggestions they have received from myself or another practitioner, and just kind of reflect on them for five minutes or so. For example, they could write my name on a piece of paper, placing it in one hand, and that of another modality or therapy in the other, enter a quiet, contemplative state until one option "feels" better than the other.

I've actually had people do that with me, just saying, "Hold this in your hand." And I'll hold something in each hand and almost immediately I'll have a sense of one hand feeling better than the other. Which is surprising to me as I've always thought I'm not that tuned-in or sensitive, coming from a more logical, scientific perspective and tending to be more dominated by mind than intuition. And intuition isn't always logic. So that's one way of doing it.

Here's another example. One of my friends was trying to (technical difficulty) choose a practitioner, and I was suggesting using essential oils and somebody else was suggesting something else. And she said, "I don't know what to do. I don't know what to do." So I said, "Well, here's what you do." I told her "Before you go to sleep tonight, ask yourself for a dream. And in that dream, ask for an answer. In other words, ask a real question: for example, should I use essential oils in life or should I use this other modality? What should I use as an adjunct? Then ask for an answer in the dream. Ask to remember the dream and when you wake up you'll know."

I told her this in the middle of the day. The next morning she called me. She said, "Guess what?" I said, "What?" She said, "I had a dream." I said, "What was your dream?" And she kind of laughed and said, "Well, I was sitting out in a large field, a large meadow. And this meadow was filled with flowers. And I was picking flowers and smelling them and thinking how beautiful they smelled." I said, "Oh, what do you think that meant?"—sarcastically, of course, because since essential

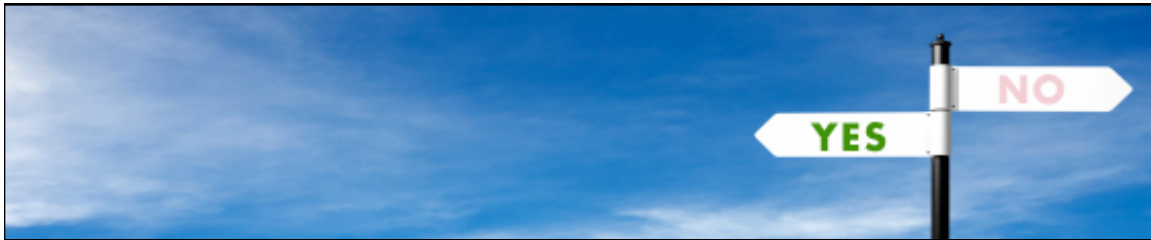
oils are derived from flowers, and since their fragrance is their main feature, it meant she should she use essential oils. It was absolutely a no-brainer. She didn't really have to think about it. The answer was clear, straight and concise.

You have to remember that the answer comes to you via an image. It won't be a voice speaking to you, or a printout in words. It will generally be an image and you have to use your intuition in order to interpret what that image means. So these methods can be very simple yet profound in determining your best outcome.

Right, that's a really interesting way you suggested that one might make a choice on whether or not The Master Cleanse is right for you, or even for making life choices in general. I've never come across that technique before. It's very interesting. In fact, I think I'll give it a shot here, maybe in the next day or two.

2 - Is The Master Cleanse Right for You?

Special Situations or Making Excuses?



Discussion Points: These points are open for discussion on TheMasterCleanse.org/is-the-master-cleanse-right-for-you - check the website for the latest ideas from authors, practitioners and cleansers like you.

4. Special Situations or Just Excuses
5. Most Common and Important Situations
6. Other Therapeutic Options

When you're trying to decide if the Master Cleanse is right for you, what I find in your books and the comments on TheMasterCleanse.org is that people are always throwing their special, "unique" situations into the mix. And in your book you mentioned there *are* no special situations, that you've heard them all before. And that special situations are indeed rare.

I think the point is that there are very few situations in which the Cleanse might not be beneficial. There are a couple sub-questions here, too. Particularly regarding people with immune disorders who the Cleanse might not be good for.

No, that's not true. It's not immune disorders. In fact, the Cleanse works very well for immune disorders. And I'm glad you brought this up because I've changed my mind on all of this. In the book, I'd written immune disorders are okay, but I had reservations over people who have had organ transplants.

However, I talked with my former wife about this, after discussing a friend of hers who had a kidney transplant. He was doing everything counter to what he was told by the doctors. He was told he couldn't have citrus. He was told he couldn't have vitamin C and a number of other things. Yet he was doing bags of vitamin C IVs in his arm, then having blood tests on a daily basis, all of them positive. My former wife is usually more cautious than I am, so...

Anyway, I've changed my mind about whether it might be safe or not safe for people who have had organ transplants to do The Master Cleanse, because I believe The Master Cleanse would too effectively stimulate their immune system. With a stimulated immune system, it might then attack the foreign tissue or organ and reject it.

My former wife's friend is on immunosuppressant drugs and I would ordinarily have suggested the Cleanse to him, but I just didn't think it was safe. However, he has been doing a number of therapies that are contraindicative with his condition by the medical profession, including intravenous vitamin C, eating citrus products and taking various other supplements that should not have been used, yet have caused no problems either with his blood or his immune system. So my former wife—generally the more cautious of us—is now acknowledging that even transplant patients might respond to the Cleanse positively, or at least not be harmed by it.

So the list, in terms of exceptions to those eligible for The Master Cleanse, seems to keep shrinking. I mean, there might be instances where I'll put somebody on the Cleanse and they won't feel well, or they get sick for more than a day or two. And when this continues for more than a couple of days, I ask them to stop because normally, if you're going to feel unwell, it can be 10 minutes, it could be an hour, sometimes it could even be all day. But the next day you're fine. Some people who think they're dying one moment will suddenly report that they've never felt better in their lives. It can be that dramatic.

So your conclusion is that—generally speaking—the one category of person or situation you might preclude from the Master Cleanse would be organ transplants. Which leaves open the possible admission that every situation is, after all, special in some way. If organ transplants are difficult to deal with, what about diabetes or pregnancy, for example? These are particularly common special situations that

people often ask about, along with: what about my medications, what about my supplements, what if I'm an alcoholic, or if I'm extremely over/underweight?

Well, let me address some of those really quick. My daughter is pregnant right now and I'm trying to get her to do the Cleanse. I'm telling her she's feeling uncomfortable and she's a little tired. I keep saying, "Just go on the Cleanse." She's choosing not to, but I wouldn't be suggesting this to my own child if I didn't think it was effective. I have seen it work.

When my wife had reproductive cancer, although we weren't aware at the time, she was actually pregnant. She went on a lemonade diet and her cancer went into remission. If they had performed a hysterectomy like they had wanted to, she would have lost that child and never had any again.

Here's another. I had a teacher who was an alcoholic and claimed that when he introduced the cleanse to people in his AA meetings, it worked so effectively that they were abusing it! Apparently, they discovered they could do the lemonade Monday to Friday while at work, then on the weekend they could go back to drinking all day Saturday and Sunday, until Monday rolled around and they returned to the lemonade and could function again.

As for diabetes, I've treated several diabetics—types I and II—who have done the Master Cleanse and their diabetes has gone away.

Medications? I knew somebody who was told he would die, and I said, "Well, you'd better use a color lab (color therapy) in conjunction with this." And he said, "You know, every time I've been to the clinic—and I go once a week—they tell me my medication dosage has to be increased." Well, two weeks later he called me, sounding excited. "I've just come back from the clinic." And I said, "Yes." And he said, "They've just told me for the first time to reduce my medication." I said, "Oh?" He said, "I haven't taken it for a week." I said, "Oh?" He said, "I'm on the lemonade." I said, "Oh, yes, right." He went for forty days. He'd had hepatitis that had completely cleared up, gone after the fortieth day. Initially afraid he would die if he stopped his medication, the very thing he had feared had ended up healing him. He was also using the color therapy simultaneously.

With these so-called special situations, there's a sense that the Master Cleanse may not be all people should be using. They might want to consider some type of massage or body work. Or think about using (color) therapy, or essential oils. There are plenty of treatments—from herbal infusions to countless therapies—that can supplement the Cleanse, making it easier, quicker and more effective.

And that's not to say that the Master Cleanse is going to be a simple process for everyone. I've known people for whom it's been a horrific process. Even though it worked for them, it felt like they were going to die for a week, you know.

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Well, that's what makes the Cleanse so exciting and so frustrating. In considering and researching whether one wants to do the Cleanse, it can be difficult to get a straight answer.

3 - What Type of Master Cleanser are You?

Variations and Cheating



Discussion Points: These points are open for discussion on TheMasterCleanse.org/what-type-of-master-cleanser-are-you - check the website for the latest ideas from authors, practitioners and cleansers like you.

1. Simplicity of the Program
2. Consequences of Variations
3. Common, Acceptable Substitutes

At the end of the day, it comes down to what we talked about: ask the right questions of the right people. This brings me to my next point—the process of the Master Cleanse itself. I don't want to go too much into the details here—such as: two tablespoons of this and that—but more about our initial experience with, and understanding of the Cleanse, and my own first accounts of the process on

[TheMasterCleanse.org](#), which I have been correcting and continue to correct as I learn more about it.

Although I learned to mix all your juice in one go, for instance, I never learned about the subtle differences. Many people are adamant about being flexible with some of these items while others are more dogmatic, all of which contributes to a little bit of over-analysis, a type of analysis paralysis in which people aren't certain where flexibility is required, or indeed whether flexibility is even allowed.

Simplicity of The Program

Well, really, The Master Cleanse is such a simple program. There is nothing that works more simply than this: first, squeeze lemon, maple syrup, cayenne pepper mixed in water, drink throughout the day whenever one is hungry, a minimum of six to twelve glasses a day. Then take a laxative, morning and evening; or in place of the morning laxative, you can do salt water.

Of course, there are finer details within that basic formula, but essentially, it is extremely simple. It has all been set up so that you maximize the benefits of doing it the way it was originally created, despite the fact that some people want to change it, to complicate and specialize it.

But the one thing that's important to remember is that the overriding principle behind all of this is that no one is special, and that in one sense we all have the

same disease. Regardless of the "unique" set of circumstances or symptoms as diagnosed and treated by the medical community, the underlying cause behind every condition on the physical level is simply toxemia, which is the accumulation of waste, toxins or poisons.

A good analogy would be a dirty house. If a house is dirty, it may contain rooms dirtier than others. Or some dirty houses contain more dust, others more garbage, yet others more bugs, etcetera. One house may be leaking water. It could be riddled with mold. But one thing's for sure: the place has to be cleaned. There are no special conditions; it didn't get that way from an alien infestation. You brought it into your own life. It's your lifestyle that does this.

That's what the Cleanse is. It's a detoxifier.

Sure, but even in Burroughs' text (as well as your own), we can't always cover all questions in a document. They're fixed in length. Take the part where Burroughs outlines the quantity of cayenne pepper to use—one tenth of a teaspoon, or to taste. For me, the term "or to taste" invites all these divergent opinions: okay, does that mean I can omit it? Does that mean I can quadruple it?

Which leads to further concerns, such as: if you eat too much cayenne pepper, it can be really bad for you. I've done some preliminary research and found that some

people do in fact state that to be true. On the other hand, if I omit it completely am I really sabotaging the outcome of the Cleanse?

Well, the thing is the recipe calls for cayenne pepper. It doesn't say you can omit it.

I know, but I'm talking about an example of the common inferences that people may take with a seemingly throwaway term like "or to taste."

Consequences of Variations

Well, people will still call me after I think I've made the instructions very concise and very clear. They often ask me to reiterate the same thing over and over, and I suspect it's because they have gone online, something I've asked them not to do. I say, "Look, don't go online and do a bunch of searching and come back and then ask me the same questions I've already answered." Yet people do this. They call me with questions I answered in my book, with new questions based on something they read online. All I can say to them is, "I asked you not to do that."

So, back to the cayenne. I've seen more than one person use as much as a teaspoon, and even a rounded teaspoon of cayenne pepper per drink. If somebody is able to do that much, I don't think a tenth of a teaspoon is going to be harmful or dangerous to anyone.

Now, when I first did the Cleanse, I wasn't used to spicy foods, so I didn't like the cayenne. Instead, I took capsules. The whole theory behind putting some cayenne into your drink is that when you taste it, your stomach gets the message to prepare for this heat coming down.

Actually, let me digress here for a moment: I was reading about a medical study in which a camera was placed inside various stomachs, and in order to discover what caused irritation or inflammation, different types of food were introduced, one at a time, via a tube. Since it was bypassing the mouth, it wasn't even being tasted. Basically, they were taking raw, fresh jalapeno pepper and dumping it into someone's stomach. And guess what? It caused no irritation or inflammation. But, if they placed pepperoni pizza in the stomach, it caused immediate inflammation and irritation.

Similarly, aspirin along with a few other foods which people don't hesitate to eat on a regular basis, caused stomach problems, while on the other hand, the foods that people feared and considered dangerous caused none whatsoever. So people will drink Coca Cola and take Tylenol, as well as countless other dangerous substances, and yet they're afraid of the cayenne.

There's this misplaced fear which stems from all the misinformation out there. Which is why we're doing this, so that people can get access to a more sane and logical approach to health. Again, however, it's important to stress that people

don't have to trust you or I with this. They have to take this information, research more and, aided by their intuition, discover it for themselves.

That's the problem, I think, Tom. We're living in a culture of disinformation, of almost purposeful misrepresentation, wherein those very companies we would expect to provide us with good, safe products are simply trying to take our money with minimal safeguards in place, having saturated the media with their one-sided pitches. Each so-called solution to every one of these problems builds on the negative symptoms of the last solution, like someone with stock in the pizza company that's creating the heartburn profiting from the acid reflux pill designed to combat it in the first place.

#EDIT

Common, Acceptable Substitutes

This is the Mike

With all this willful disinformation, it becomes difficult to know whom to trust. There is plenty more to be said about those variations, and I have just made a mental note to talk more specifically about them later. But for now, I want to move on to the part of the process I've identified as being so important—namely, starting The Master Cleanse with a plan.

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4 - Know What You Want to Accomplish

What is your Intention? Weight Loss, Cleansing, Lifestyle Change?



Discussion Points: These points are open for discussion on TheMasterCleanse.org/know-what-you-want-to-accomplish - check the website for the latest ideas from authors, practitioners and cleansers like you.

1. What the Cleanse Can and Can't Do
2. Common Results - Intentional and Otherwise
3. Techniques to Maximize Results

I want to ask you if you also have a clear idea of what you want to accomplish during the Cleanse, whether you set some straightforward goals before you begin. It's my sense that many people, due to poor planning and/or insufficient research, have some slightly unrealistic expectations for the Cleanse. Is that something that you've recognized in your time?

Well, the problem is usually that people have no idea what can or can't be done with the Cleanse, so sometimes people have unrealistically high expectations. In fact, I just received an email this morning from a woman on her third day of the Cleanse, asking why she's been unable to eliminate pounds of waste at this early stage. I had to point out to her that when you have never cleansed in your life and you've basically got this waste that is hydrate and packed, it doesn't come out all at once. It takes some time for your body to dissolve, loosen and evacuate all this stuff.

On the other hand, there are those who believe this can't help them at all, that after seeing doctor after doctor, their condition is too serious. What can something like this possibly do? Yet I've personally witnessed people like this have more results in ten days than they ever had in two years trying other kinds of therapy.

So, in terms of expectations, perhaps you need none other than realizing you're going to enjoy the best possible outcome for you.

Sure, I understand that. It seems that some people are taking the approach that they want to cleanse, while others are taking the approach that they want to lose weight. And I don't want to say one perspective is better or worse than the other. Stanley Burroughs himself says that when it comes to a reducing diet, there is no comparison to The Master Cleanse. But still, is it wise to be aiming simply for

weight loss? How do you respond to people who are approaching this solely from the weight loss angle?

There's nothing wrong with using it as a weight loss program. I've had people who did this to lose weight email or call me and tell me they feel incredible; that they look better, feel better and don't really understand how much more this can give them as a tool. Which is fine. For me, it doesn't really matter where you come from. It's just the intention that counts. If you really want to get well, what are you willing to do? If you are willing to take a chance, by all means go for it. Don't expect to lose 30 pounds in ten days. But losing 10 or even 15 pounds is not unreasonable. I happen to know people who lose 20 pounds or even more. And the people who use it purely for weight loss, even losing up to 40 pounds in some instances, have benefited their health tremendously, whatever their initial goals.

Yes, I was just going to mention that. Those two are intrinsically tied. Even though someone may be thinking on a superficial level about their body image, it still has a real impact on their health. The happier they are about the way they look will motivate them to go through with the Cleanse, and regardless of whether or not they wanted to only lose weight, they still went through the cleansing process.

Along those lines, another factor we should consider are disorders: eating disorders and social anxiety disorders. Since we know they occur in our society, we need to acknowledge a tendency among some people to yo-yo back and forth

between losing some weight then bingeing and purging and regaining the weight, et cetera.

That must be hard enough to manage from anyone's perspective. How do you, as a practitioner, respond to someone you are treating who seems to exhibit those types of intentions? Or, if not intentions, at least self-destructive tendencies, however much they may consciously be unaware of it?

Yes, the problem with this yo-yoing scenario is that people may go on the Cleanse, which only temporarily masks their weight-gaining behaviours. People forget or don't even realize that the Cleanse is only part of a lifestyle change, albeit the most significant part, and that it's pointless returning to your old lifestyle afterward, as you will almost certainly regain all that weight again. And they ask why this happened. My answer is simple and blunt: if you go back to what made you fat in the first place you're still going to be fat.

But your own body tells you. When I did a ten-day Master Cleanse I had really no intention of becoming a vegetarian, yet I felt so dramatically different—so much better, truth be told—that when I did eat food that wasn't healthy for me, my body rejected it, in the sense that it told me: *this does not feel good*. So I went from eating meat three times a day, and drinking a quart of milk a day, to drinking no milk and eating no meat.

Common sense tells you that eating that way makes it pretty hard to get fat again.

There are all kinds of bad diets: you could just go fully carbo—potatoes and pasta all day—but after my first Cleanse, I started eating much more sensibly, and the same is true of others. I say, "okay, now that we've got you off of the Cleanse, it's time to start eating a little differently."

You know, I used to tell people eat this, eat that, don't eat this, and don't eat that, and there always seems to be more "don't eats", but I now find myself telling people: "When you eat, I want you to trust what feels good and right for you. If you eat something and you feel bad then the rule is, you can't eat it any more."

As a result, people can be self-empowered once more, making their own decisions, coming to their own conclusions. It's not me, it's not even a book necessarily; they're doing this themselves. And when they do that, people will find they are losing weight anyway, which is completely unsurprising to me because they're eating what their body wants, not what they've been told to eat by some "expert".

When I first did the Cleanse, I started to feel so much better I realized I had been sick in a very real sense, and that I had become so familiar with it, so used to it, that I hadn't even been aware of it. After that, finishing the first Cleanse was an amazing feeling.

And I want to feel like this all the time. Why would I want to go back? I know that some people do, return to their old lifestyles, but after a few weeks they come back to me, saying they can't do that anymore.

Yes, it is a life changing experience, I think. That may be a cliché, but it holds true, it really does. Which brings me to an interesting portion of this discussion.

There's a fascinating contrast between the very real impact of the Cleanse and society's expectations surrounding health. It's at such odds with that common sense that it automatically resonates with the reader as something unique.

People wonder: Can I do this? Can I pull it off? When can I do this? And to me, there seem to be two different approaches to those questions. Some people procrastinate indefinitely about starting: you know, oh Easter's coming up, and I have the wedding in June then there's Thanksgiving, plus I need to feed the kids, etc. But on the other hand, some people rush headlong into the whole thing without fully grasping the nuances, or even what the proper procedure is.

Yes, I agree. Some people don't fully understand what they're getting into, sure.

5 - Choosing a Time to Start The Master Cleanse

Now is Always a Good Time / There is Never a Good Time



Discussion Points: These points are open for discussion on TheMasterCleanse.org/choosing-a-time-to-start-the-master-cleanse - check the website for the latest ideas from authors, practitioners and cleansers like you.

1. Now's Always a Good Time: It's never a good time
2. Planning The Calendar
3. Excuses and Abuses

Do you have anything to relate with regard to choosing the right time to do The Master Cleanse. *My Experience* is a group cleanse that we run on TheMasterCleanse.org. I'm now into my fourth one and I've been loosely trying to collect people's intentions to do the Cleanse together. I start them after New Year's, after Easter, after July Fourth and First and after Thanksgiving and

Columbus Day in the States, right after those major holiday weekends. Plus, I like that they fall neatly in all four seasons, giving people a solid sense of when to start.

I tell people that now is always a good time. The reason we get sick is that the body is in a constant state of trying to heal itself, even without our conscious input.

Becoming sick is really your body's last stage of illness. Since it's now doing all it can to heal itself, any attempt to help that process is a positive step. Put simply: when you're sick your body is trying to detoxify. Therefore, you need to stop eating, which is why you need to do the Cleanse.

So, when people ask me when is a good time to do the Cleanse, I ask them if there is ever a good time to be sick, to which they reply no, of course not. Exactly. In other words, don't wait even longer until you're really sick. Use it as a preventative measure. Just do the cleanse. Don't procrastinate. Don't find excuses.

Because there will always be excuses. Perhaps where you live, it's winter time and you're thinking it's too cold to start the Cleanse. Well, the first time I trained for and took The Master Cleanse it was -40° C where I lived, and I had a job where I needed to be outside some of the time. 40 below! Yet I still did a sixteen-day Cleanse. In that same year I did a hundred-day Cleanse.

Several years later I moved to Toronto, Ontario from Saskatchewan and when people would complain about the cold, whether it be -10 or -15 or even -20, it was considerably warmer than those Saskatchewan winters. Yet people would still complain. Now I live on the West Coast where it will be, say, 10°C which is equivalent to 50° Fahrenheit. Yet people are *still* complaining it's too cold. It's all relative, I suppose. That, and the fact that people are always looking for an excuse. Too cold in the wintertime, but come summer and people will claim the food is too abundant, and why would they stop eating when there's all this fresh food everywhere? I don't know. Maybe you just don't want to do the cleanse, period.

I mean, there comes a time when I say either do it or don't.

Then there are those people who just jump in. These people haven't really dotted their Is and crossed their Ts, so to speak, and are not totally and completely prepared. It's almost like they're sabotaging themselves in order to fail.

As a practitioner, you learn to catch these cues. Are they preparing to fail? Which of them will be successful in their failure, or successful in their postponement? You really have to ask hard questions of peoples' intentions, such as: Have you really thought this through? Have you picked ten clear days during which you have relatively low stress and few activities? You don't want it to turn out that, five days in, you suddenly "remember" something really important that you had to do...

Even if something does come up, I would ask: did you really want to do this? If so, you either would have waited or you're going to commit to staying on it now. You know, which is it? As a practitioner you have to be understanding yet insightful and be aware that many of us have our own self-sabotage programs running.

You have to be proactive and tease out those little tricks people play on themselves, hopefully defusing them before they start sending people into a vicious cycle of failure and self-recriminations. So, for those people rushing headlong into it, I have them slow down. Similarly, for the excuse-makers, I will answer every question why they shouldn't or can't or why it's just not the right time until they finally admit they don't want to do it, to which I'll say *that's fine then, don't do it*.

How much of that self sabotage, do you think, is fear?

Yes, it's fear in a sense. Some people afraid of things in life will hide behind sickness: Oh, I can't do that—I'm sick. I can't do that—I have this problem. I can't do that—I'm in pain. So many people are afraid, afraid to go for their dreams, afraid of failing. But fear is a thought or a feeling created by our own minds, in the reptile part of our brains, and we have the free will and rationality to change that.

Do we deserve to be healthy? Sometimes, I will ask someone why they think they shouldn't be well, and they will actually break down emotionally and start crying. It turns out that perhaps they were badly abused—sexually, physically, emotionally

—or told they were not worthy, to the point where they have really low self esteem. They might genuinely believe, as a result, that they don't deserve good health or happiness. Sometimes it's very obvious what's going on; other times it's less so.

But when I'm talking to people, I just ask questions without necessarily planning what those questions will be. In a way, if you listen carefully to people, however, they will give the answers to the questions they have been asking themselves.

I mean, it's not like I have the answer, necessarily. It's more like I'm trying to find the answer within them. Eventually, the source of their fear will emerge; it's just a matter of keeping the questions coming: why can't you do it? What is it that you really don't want to do here? What are you afraid of? By which time you know they're already recognizing we've tapped into something they haven't fully considered, or have been trying to ignore, and then it'll just come out.

Exactly. And that meshes with this topic of changing your belief system or setting affirmations, which in turn refers back to the previous topic about goals, or: what is it that you want to accomplish from the Cleanse? That's why I am putting together this product; not only to help people recognize the challenge of it, but so they can be conscious of and develop a system that will help improve their chances of success. After all, defusing these limiting beliefs or developing some positive affirmations is, for me, an important part of the process of being a human being.

Oh, absolutely. In my book, I presented a lot of information, but in the broad view, there's only so much you can write. I mean, you could write a whole book on this topic alone, so it's a really important aspect to raise, especially for those people who, while aiming for success, always seem to see it slip through their fingers.

I like to bring up these ideas because, for the person who's wandering in from the mainstream and discovering The Master Cleanse for the first time, that's already a pretty big jump in their rationale, so when they are introduced to belief changes and affirmations and established patterns of behavior it can be pretty overwhelming. The fact that they have already made this step counts for something, though, and it does appear that people who are interested in the Cleanse already have these rather liberal or flexible world views. Anyway, if you could propose to someone considering the Cleanse the absolute best method for overcoming these fears or these behaviors, what would you suggest to them?

Well, I've been quite successful my whole practice with getting people on the Cleanse. I place virtually everyone I treat on it, regardless of age or condition. In fact, I can think of no more than twenty people, probably closer to ten, who I've been unable to persuade to do the Master Cleanse.

How have I done this? Okay, by clearly and concisely explaining how it works. That it's simply a detoxification process, and that these toxins within the body are the underlying cause of their conditions. I tell them they don't necessarily have to

believe this at first, that it's just a concept. In this way, I don't necessarily ask them to change all their belief systems, merely to consider an alternative. And, in order to achieve this result, don't they think it's worth the risk of drinking lemonade for ten days? Look at me, I'll say: I've done 500, I've done a 1,000 days, I've done 1,300 days; do I look any worse for wear?

Do I look like I'm dying? Like I'm sick, that I'm failing? People say, "oh no, you look actually quite healthy, you seem to have a lot of energy," and I say, "well yes, that's because I do this on a regular basis, four or five times a year and over the many years it all adds up." Once that is established, I ask them if they have any fears, any doubts, any questions? And any question that comes up, I try to answer. I'll relate a story to them about someone I've known who experienced the same concerns they just brought up, but if I don't have the answer I tell them that, saying all I have is my experience, but here is my opinion based on that. In other words, I could be wrong but this is just logically what I would expect to see, all of which adds to a developing relationship of trust.

In fact, I also tell people how skeptical I once was. I was so skeptical and so stubborn that I set out to personally expose this work as complete and total quackery, that by doing those ten days I changed my life. It was the best thing I've ever done. It showed me how little I knew and how ignorant I was about health. That everything I knew to be true was turned completely upside down and everything I thought false now seemed to have validity. I tell people I've been

there, that I've had some health conditions which have been totally reversed. I didn't approach this from either total health or, for that matter, total trust; I brought with me my complete skepticism and some questionable health of my own.

And I wouldn't still be doing this thirty years later if it didn't work, if it didn't have validity. And that usually then inspires people to take the risk.

A lot of people by that point are so excited they even send their relatives to me, family members who won't listen to them and probably think I'm totally crazy, but come to see me anyway, signing up for The Master Cleanse the next day, and the original person calls up to ask how on earth I did it. My answer is always the same: I just give them all the information they need, I answer all their questions. I let them know that this is safe, and that they can trust it.

And those people generally get great results. Now, it's also true I've had people who don't trust me, people who may have a lot of fear, and I tell them this is not the best way to go about it; they start the Cleanse, and after three days they feel like they're dying. Because, if you have a lot of fear and a lot of doubts you will experience something that will confirm those fears and doubts. You will feel terrible, like you are sick or even dying.

Sometimes, especially if they tell me they have changed something during the process, I will call people on it, telling them that they're not dying, just

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sabotaging. Some people will do it all wrong just so they can say it doesn't work!
It's a perfect example of a self-fulfilling prophecy.

Not only that, but they are then able to prove they were right in the first place,
which gives their ego a boost.

Right.

Subconsciously it allows them to re-associate with their ego and say to themselves:
hey, look at how right I was. It is interesting that it goes back to our earlier
discussion about blessing food and providing intention to food?

Exactly.

6 - The Dress Rehearsal: Practicing the Process of The Master Cleanse

Having a Plan: Part 1



Discussion Points: These points are open for discussion on TheMasterCleanse.org/the-dress-rehearsal-practicing-the-process-of-the-master-cleanse - check the website for the latest ideas from authors, practitioners and cleansers like you.

1. Do you need a plan
2. Dress Rehearsal
3. Visualizing Success

Okay, so we've led these people to a point where they've done some research, learned some historic background stuff, and now think it's what they want to do. Their intentions are reasonable. They've decided to get going on this. Should

there now be a plan? I mean, I think there should: it doesn't need to be a massive plan, just something involving what you're going to do, how to be prepared so that you can mix your lemonade the right way in a proper place, and will you have all the right materials and a safe location for your salt water flush? Will you start it in the morning or at night, what's the best way for you to manage that? That kind of thing...

Absolutely. This is why actors have rehearsals, so that they practice until they get it right. I know lemonade is not that all that difficult in comparison, but when you learn to parachute jump, you have what are called dirt dives in which you jump out of a grounded plane. You line up in the plane, as you would if it were in the air, and you all jump out onto the ground, so when it comes time to do it for real, everyone knows what to do.

Making up a lemonade ahead of time, and even drinking it, is a kind of dress rehearsal, and I encourage it. Your plan is now your guide and, in a sense, you're programming yourself for success. By planning for and having that expected outcome you have made things that much easier and have already experienced concrete results. So, by all means, work on a genuine plan.

It's almost like the opposite of self sabotage, like you're replacing a pattern of failure with one of success. Your new pattern is a positive one: hey, this is the

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process to go through; hey, I can do this. Which can only circumvent those older patterns.

If being prepared is Part One of the plan, let's look at Part Two.

7 - Social Preparation: Who to Tell About Doing the Master Cleanse?

Having a Plan: Part 2



Discussion Points: These points are open for discussion on TheMasterCleanse.org/social-preparation-who-to-tell-about-doing-the-master-cleanse - check the website for the latest ideas from authors, practitioners and cleansers like you.

1. A Shift in Cultural Acceptance
2. Closet Cleansers
3. Born Again Cleansers

Another part of the plan for me is the social preparation: who do you tell? Your family? Friends? Do you tell no one? Or perhaps you tell everyone, going by the peer pressure theory that announcing your goals makes it more difficult to

abandon them. So how do you feel about telling people versus not telling people, about having to go through that social justification all the time?

This is one of the things you have to judge from your own experience and decide for yourself. Personally, I prefer to tell people because I like to involve people in my life and explain it to them as I go along in the hopes they would also go on the cleanse. It's one of the ways I can convert people, since they would see me persevering despite other people's criticisms or doubts or even sometimes nastiness. Yes, nastiness. I have been accused of being in a cult and of being plain crazy. But anyone seeing me feeling so good as I went through the process couldn't help but be swayed.

When people realize I haven't eaten for ten days, yet appear so healthy, it will pique their interest. There are some people whose families will subject them to a barrage of leading questions and criticism, though—that the Cleanse is dangerous, they should consult their doctor, etc—which can make it very difficult. Then again, I've even known chefs who are surrounded by food a lot of the time who have found it easy. Yet there are others who live alone and don't work with food and their family will harass them, or their co-workers will tell them they're crazy. Everyone's circumstance is different.

When I started doing this thirty years ago, people thought I was quite insane. I did the hundred days that first year. Nowadays, for someone who does The Master

Cleanse for ten days, the reaction is a little less extreme: "oh, that's kind of cool. How does it work?" etcetera. Now, at worst, people wonder if it may not be the best thing for you, but it's not considered completely wacko any more. One thing I suggest is for people to let family and friends know, be upfront that they only require supportive words, nothing negative when they're on the Cleanse.

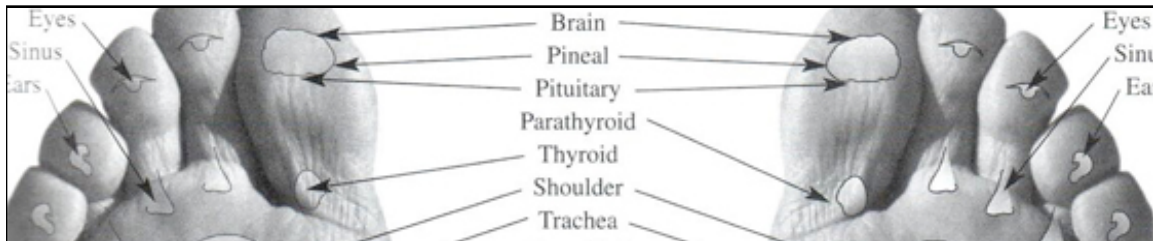
If they have nothing positive to say then they shouldn't say anything. There's all the time in the world for criticism after the Cleanse, but while it's going on, their continued support is appreciated. This is simply establishing boundaries.

Its really up to you who or how many of your loved ones you let in, but it's interesting: I knew a woman who had never heard of the Master Cleanse in her life, yet when she began to tell people about it, she discovered four of her best friends did it on a regular basis and she was completely unaware. She had this ready-made support network she had no idea was even there. It could be all around you as we speak. You never know what's going to happen when you take these divergent trails off the beaten path.

It's funny, I once heard someone say that cleansers are like born-again Christians; you can't get them to shut up about it (no offense to either group), but it's possible that such committed and like-minded groups of people tend to be passionate about what they're doing and therefore want to share it. Which brings me to the next part of the plan, really.

8 - Other Therapies to Consider While On The Master Cleanse

Having a Plan: Part 3



Discussion Points: These points are open for discussion on TheMasterCleanse.org/other-therapies-to-consider-while-on-the-master-cleanse - check the website for the latest ideas from authors, practitioners and cleansers like you.

1. Compliment or Supplement?
2. List of Other Therapies
3. Which one is for me?

I now have this three-part mini-series about preparing your plan: the first being personal preparation, the second social preparation and the last one for me is a kind holistic preparation. I would like to reintroduce people to what one might

consider doing as a complement to the master cleanse. We've touched on these adjuncts before: such things as color therapy, essential oils, vita flex, plus you have several products as well. And Louise Hay we've talked about with regard to affirmations and intention. Are there any other such supplements you would advise?

Well, it would depend on that particular individual's situation. Let me give you an example. One client had driven 1600 or 1700 miles to see me here on the West coast. Sure, they may have been visiting someone, but they also spent four or five hours each day in my office, so they were motivated. This guy had done 117 days, was fairly healthy but described a situation where his transit time was not eliminating as effectively as it could. He thought he might need a colon lift for a prolapsed colon, so I started working on him and his colon was absolutely out of place, very low indeed. By moving it up, I told him this was going to make a big change very quickly, and sure enough he did notice a change. I asked him if he intended to go back on the cleanse. Because, in a sense, once I fix the plumbing, straighten out the pipes after a blockage, it's time to pour in the Drano. By performing a colon lift and moving it back up into place, evacuation can start that much more quickly.

So that was one adjunct that worked for one person. Also, I sometimes have people who come to me with chronic pain. One mother referred her son who'd been having migraines since age fourteen. He went on The Master Cleanse and after

thirteen days, they went away—the first thing in three and a half years that was successful. I told her the Cleanse may only be working temporarily, and his headaches could still return, which they subsequently did. They had actually been masking a misalignment in his spine. And so I did some vita flex on him and it took literally five or six seconds of vita flex and --that was an Atlas -adjustment and his headache pain completely disappeared.

In this boy's case, the adjunct was to have some vita flex.

I've had others who require color therapy for their specific condition. I knew of someone whose wife had bought a color lamp at one of my workshops. She took it home and her husband saw it and asked, "are you an idiot? You spent money on a lamp to shine light on your body? To heal?" He had been sick for eight years, but he said he would prove to his wife its worthlessness. That night, he turned it on and used it. Every condition he had had for the last eight years completely cleared up overnight. This is not even using The Master Cleanse. This is using the color light. He even phoned me the next day to ask me how it was possible. He told me he had spent \$200,000 on health care (he was American) and nothing had worked. He'd tried all these alternatives, seen countless doctors, nothing had helped him. Then he used this color lamp one night and was completely healed? How could this be? He ended up asking me for another four lamps because he was suddenly surrounded by people who now wanted one.

Four weeks later, I met up with him in Portland; he said he had worked every day since we last talked on the phone. His health problems had been so bad he hadn't been able to work before. Now he could work. Now he could start to support his family. In his previous attempts to get well, he had bankrupted his wife's retirement savings fund to the tune of \$75,000 but now he was back to work and filled with gratitude, all thanks to the color lamp.

Then there are essential oils. I did a treatment on a man from Toronto who, twenty-two years earlier, had broken both his feet and legs in a fall and walked with a pronounced limp, so I did an Atlas adjustment and the pain in his legs as well as his limp went away, immediately. I asked him if he had any other pain, and he said he had ruptured his esophagus fifteen years earlier, and there was pain there. I asked him to gauge his pain level from one to ten (ten being the highest) and he said 8. "Now?" "Yes right now." I assumed it wasn't continuous, but he said it was constant, that he had this degree of pain every day of his life. So I took out four essential oils and told him I was going to put it on some basil, which is an effective antispasmodic, and introduce it to his esophagus.

I think he felt some initial cramping but soon he reported that he felt better. I told him I was now going to place some marjoram on it. Marjoram is for smooth muscle tissue—small intestine, large intestine, esophagus. With this second oil, he said his pain was reduced to about 50%. Now I was ready to use balsam fur, which is excellent for chronic pain. After this, he reported it was down to about 20%.

Finally, I placed another oil, an emotional blend called *forgiveness* (because Louise Hay says the root of all pain is guilt). His pain went away completely. This only took a matter of minutes because I put each oil on and left it on while we talked for 30 seconds, before putting on the next one. He came back three or four days later for another treatment, reporting that it was still completely gone, and that he was now able to eat foods he hadn't eaten for fifteen years. His pain was gone and he couldn't thank me enough.

And again, he hadn't even done the Cleanse. He was traveling from South Africa and I told him that, when he got there, to do the Cleanse for at least thirty or forty days, although not all at once. Maybe do ten days a month if you want, because what I did may not last unless you do the Cleanse with it. So either one can be an adjunct or the other, there is no hard and fast rule.

The Cleanse itself I usually start people on, because that's the quickest, and generally the most effective, means for the majority of people.

But for conditions and situations that don't resolve, you can start looking at adjuncts such as essential oils and doing affirmations. You know, changing peoples' frame of reference or their state of mind.

I always tell people the lemonade diet simply makes you feel well enough so that you can change the way you think and feel about life. It's a starting point.

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If you suffer from pain, it's because you feel guilty about something. The diet will take away your pain temporarily, but if you don't change your guilt, it will return. But also, because you feel well now, it's easier to change those emotions than when you're sick.

9 - Psychological Preparation for The Master Cleanse

Having a Plan Part 4:



Discussion Points: These points are open for discussion on TheMasterCleanse.org/psychological-preparation-for-the-master-cleanse - check the website for the latest ideas from authors, practitioners and cleansers like you.

1. Understanding your Current Beliefs
2. A few Thoughts on Food
3. The Mythical Cleansers High

Yes, thank you. That's what I had in mind for a bonus part of this plan: the psychological aspect. Discovering the value of meditation, discovering the value of affirmations, discovering the value of stepping outside your ego and recognizing the patterns of your thoughts so that you can change them, was probably the biggest impact The Master Cleanse had on me: i.e. being able to recognize those

triggers in which my mind was just reacting to some behavioral pattern. It was liberating to not eat immediately despite my mind telling me I needed a chocolate bar. And by knowing this I can be aware of an obvious and recognizable moment in which my mind simultaneously thinks along A, an ingrained thought pattern, yet B, acknowledges its resistance to that same pattern.

We are not complete slaves to these habits of thought, and it's a crazy thing to come to terms with at first, but it's really exciting once it starts to dawn on us.

Yes, well, you're the result of having thoughts. And by changing your thoughts, you can literally change who you are, and what you've experienced, and how you feel about that experience. Absolutely.

Yes. You know, an interesting side note to that is the impact our intentions or our consciousness have on any activity we're engaged in. For example, if you're eating a donut and thinking to yourself "this is going to make me fat, this is going to kill me," and you feel nothing but shame or anxiety from the process, you are probably creating the very environment in which those negative outcomes can actually manifest, whereas you might be eating that same donut with nothing but positive thoughts about it and your mindset creates better consequences. Perhaps a donut is not the best example, but you could probably take an extreme perspective and say that it doesn't necessarily matter what you eat, as long as your thinking is congruent with positive results...

Well, I've got an interesting story about that very thing. A friend of mine was out traveling and she had a craving for a brownie. so, she stopped and bought one and just before she ate it, she muscle tested herself (a type of kinesiology) and the brownie tested as almost a poison to her body. She became so upset that she actually cried, so tempting was this brownie to her. Then a thought occurred to her: what if she blessed this food? What if she changed her intentions around to believing the food was actually healthy? Sure enough, she tried it, retested herself and the brownie tested as something beneficial to her health.

Our perceptions can have a dramatic impact. We can remake our world with our attitudes.

Another aspect of food is not just how it is intrinsically, but how it was raised. If you've reared an animal, was it abused, was it beaten, how was it fed, how was it slaughtered, was it treated kindly, those kinds of thing.

In some ways, we found ourselves in a whole other realm with this; this sense that food can be changed—for us—as long as we alter our perceptions of it. Likewise, our knowledge of every aspect of that food's existence, sure whether it's been blessed, but also its treatment by others, the intentions of everybody who grew or raised it and transported it and packaged it, etc., all of this factors into how well that food nourishes us.

We may have gotten off track a little, but it does tie in with where I'm trying to go with this. I mean, people are motivated by physical intentions or objectives: they want to lose weight, to be healthier, etc., but The Master Cleanse also has its spiritual, emotional and psychological aspects, all of which come into play every bit as much as the physical, if not more so.

I think that's a good tie-in from the physical to the psychological, especially since people don't always recognize the latter as one of the outcomes. And that maybe people want to be aware of the fact that all these challenges are present in The Master Cleanse, and some kind of a mission statement is what they're looking for.

Whether it's through a clearer relationship with food or a better understanding of their emotional triggers or simply by becoming more conscious of their self talk, people can separate themselves from the chatter of modern life and their own minds, realizing that they don't have to succumb to all that noise.

It's funny, I'm hungry now and I just had a cigarette, which I have to do after a drive. It's like we fall victim to all these crazy loops of success and failure, of programming, and yet there's something in this choice to do The Master Cleanse that opens us up to a new found outlook on life that's not necessarily just physical. We awaken our emotional and psychological elements too.

Absolutely. I believe this happens when the body becomes polluted, when our lives become contaminated by toxins in our food, in the air, in water, by living in toxic buildings, or wearing materials that have allowed toxins to leach into our skin, by our use of shampoos, conditioners, synthetic air fresheners, et cetera, et cetera.

It's a constant onslaught, and it creates a brain fog, dumbing people down until they do something like the Cleanse, after which it's as if you've been living in a house and three of the doors have been closed. Stuck in the kitchen, you weren't able to enter the dining room, or the den or the living room. Then all of a sudden, you discover these other rooms and your mind opens up, giving you a whole new experience of life. You feel better physically. You begin to feel better emotionally and you wake up spiritually. You now experience life with greater richness. It's like adjusting your TV: suddenly it's brighter, the colors are more vivid, you hear more clearly.

Those are not exaggerated claims, either. I mean, I hear this kind of thing all the time; people hear better, smell better, food tastes better, everything is experienced more intensely. I say yes, absolutely, it's like taking clutter out and of course everything's more functional. The added bonus of having this greater clarity is a wonderful gift.

Starting The Master Cleanse: [Join The Discussion and Help Write Version 2.0 of this Ebook](#)

People don't always get it right away. They'll get glimpses of it. Because their bodies are in such a state of overload, sometimes people will need two or three Cleanses before they start to feel what others feel the first time.

10 - Gathering Your Master Cleanse Kit

Buying products for your cleanse



Discussion Points: These points are open for discussion on TheMasterCleanse.org/gathering-your-master-cleanse-kit - check the website for the latest ideas from authors, practitioners and cleansers like you.

1. Ingredients and Materials
2. Kits For Work or For Travel
3. Biggest Problem Items

I think for the individual who has come this far and has been trying to understand the process as well as create a viable plan, I would like to move along to the last step, which is gathering your materials, building your kit, having what you need in order to succeed. There are obvious things such as the lemons and the maple syrup but there can be plenty of practical challenges even then, such as living in Costa

Rica where there is no maple syrup. Many people live where, for whatever reasons, they have no access to purified water. So there can be obstacles. What, in your experience, is the most obvious problem for the newly initiated Master Cleanser, with respect to gathering all the materials?

Well, what seems the most difficult is the laxative, believe it or not.

Lemons are almost always available—you may not get organic lemons, but even commercially grown lemons still work. Sometimes people find grade D maple syrup in the U.S. In Canada it's grade C. But any grade of maple syrup will work, so that's usually not an insurmountable problem. No, it's usually the laxatives, since they generally have to be taken with fiber, or during meals. The only way you get peristalsis or the urge to eliminate is from eating food with fiber. So if you take a laxative while eating, you're going to have fiber working to stimulate elimination, as well as the laxative.

When you look at the lemonade diet, you're only drinking lemonade; there is no fiber. Therefore, there is no urge to eliminate. So people think you should use a milder laxative, but I say you need a stronger one. You need something that will activate peristalsis and the elimination process with enough strength that you are able to pass what is coming loose from the Cleanse.

When I'm on the Cleanse (I just started today), I take a product called Stomach Ease or Swiss Kriss which are in tablet form. Generally I take four tablets—even if the bottle says to take only one—of either product in order to get good elimination.

That's once a day?

Yes, it will say take one tablet as a dosage. One tablet does not work for anybody. I've simply never known one tablet to work. People phone me and complain they are not eliminating, I ask what they are doing and they'll describe using some kind of weak laxative tea and they won't be eliminating, and they have to either steep the tea longer or use two tea bags. I then tell them to use at least three or four or even even five tablets. The reason I prefer to use a tablet is their availability nowadays, and the dosage is easier to regulate than that of a capsule.

Because three are not enough, four is a good general rule.

If five is too much, you can go back to four, but when you're using tea it can get confusing: do I steep it for three minutes or do I steep it for four minutes? If I put two tea bags in, do I now steep it for less time instead of one tea bag for five, etc.? So a tablet or capsule is generally the easiest. I used to use a really good laxative tea that was made by a naturopath in Canada, but he quit making it, or retired twelve or thirteen years ago, and you can no longer get it even though it was the

best laxative. If I could sell only that tea to people doing The Master Cleanse I would, because it works so incredibly well. But it's just not available.

What was the name of that laxative again?

It was called Staken's Root And Herb Tea. As I said, it was developed by a naturopath in Calgary named Doctor Staken.

I've never taken a laxative. I've only done the salt water flush and I just enjoy it so much. It works for me every time, and...

The thing is, you have to take a laxative every night, and I'm not saying the salt water doesn't work but you will eliminate two or three times more waste from your colon if you take a laxative than if you do it with the water.

Okay, wow. I'll have to adjust that for myself next time.

Yes, I'm on the laxative and the lemonade diet today. I took my laxative last night and drank the salt water this morning. But I'll probably go another two or three days of doing laxatives twice daily, then I'll do the salt water again. During my one hundred days of the lemonade diet, I drank the salt water every morning and took a laxative every night. But I've since found that if you get a good laxative it works

better; I would say 90% of people will have better elimination using a good laxative twice a day than the salt water once a day.

Having said that, there are people for whom the laxative is not working, either because they not using a good laxative, or they're not taking enough. Those people need to drink the salt water.

So there are benefits to both, and I like the way I feel when I drink the salt water. I know some people hate it—they feel nauseous—so I tell them to go ahead and take the laxative twice a day. But equally, there are people who feel nauseous from the laxative. I remember taking the laxative twice a day the first time I did the Cleanse, and it was incredible: I would be in a sweat and have tears running from my eyes and terrible cramping. This is because I had so much waste in my colon—so much mucus and so much inflammation—that it wasn't the laxative making me feel bad, it was all the garbage in my body.

Some say the laxative is bad for you. Well, they are only addictive if you're eating. The Master Cleanse uses lemonade, which has no fiber, so it's not addictive. It only becomes addictive while you're eating regular food. I was constipated before I did the Lemonade Diet. I do the Lemonade Diet, I take my laxative, I start eliminating every day regularly. And I never did before. So if laxative is bad for you, why am I now eliminating regularly? It did just the opposite. I went from

being constipated to not being constipated. But again, that's only laxative when used in conjunction with The Master Cleanse.

I see. Just to clarify, before I move on from that point: some people just do a salt water flush because they hate the laxative. And that's fine. Others just do the laxative because they hate the salt water flush. Also fine. But you suggest doing both, since you get better results. And if you are going to do both, it's generally the laxative at night, salt water flush in the morning but sometimes the laxative twice a day.

Right. You have to take the laxative every night. That is the one thing you have to do.

So you're saying, just to be clear, you should always do a laxative, regardless. I thought I heard you say, if you don't like the laxative just do the salt water flush.

That's in the morning. I'm only referring to the morning. There is no option with the laxative at night.

That is a part of the Cleanse. You take your herbal... unless you develop diarrhea.

Like I said, I've never done the laxative. What are the results? When do the movements start? If you take the laxative at night, do you have a movement that night?

You should have a movement the next morning. Generally, if you take a good dosage, it works anywhere from six to eight or possibly ten hours later. By taking tablets, you can regulate when that works. If you take too much, it'll work in the middle of the night. If you take too little, it'll work at noon. So you'll want to take it so it kicks in around 7:00 or 8:00 in the morning.

I see. That's one thing I like about the salt water flush just in the morning—that I knew for the rest of the day I would have no other need to go to the bathroom.

And that's fine. If I'm going to the dentist to get some dental work, do I want to have a laxative kicking in, causing me to run to the bathroom with a dental dam in my mouth? Of course not. So I just drink the salt water and get it all done at once. But otherwise, if I have no distractions like that, I will take the laxative twice a day for days on end because I will get better elimination of old waste from my colon.

Okay, great. That covers the ingredient component of the kit. You said lemon, maple syrup (just barely) and cayenne. Those are all pretty easy to get hold of. But what about the materials? You know, I use a hand juicer because it's easy. I just cut

the lemons in half and hand grind them on one of those hand juicers. Others use electronic juicers.

One aspect that's really interesting to me since I've learned more about the Cleanse, is whether you should premix to mix in a concentrate. If you are going to mix in the concentrate, store it somewhere cool... I think you said somewhere cool, or maybe somewhere in a dark glass jar so it doesn't lose its enzymes as quickly.

What you need to do, preferably, is store it in a glass container, or plastic. Do not use a metal container because the acids in the lemon will react with it.

Your maple syrup will act as a preservative and help retain the vitamins and the enzymes in your lemon juice. That's why, as soon as you start adding water to it, it loses the ability. Once the sugar becomes diluted, it can no longer act as a preservative. So you make your lemon and mix it with your maple syrup as a concentrate. And if you mix it one to one (one cup lemon, one cup maple syrup) you would then pour your appropriate dosage into your cup, add your water, take your cayenne pepper (I have it in a shaker), and stir it into the drink. I don't like to put the cayenne in the concentrate.

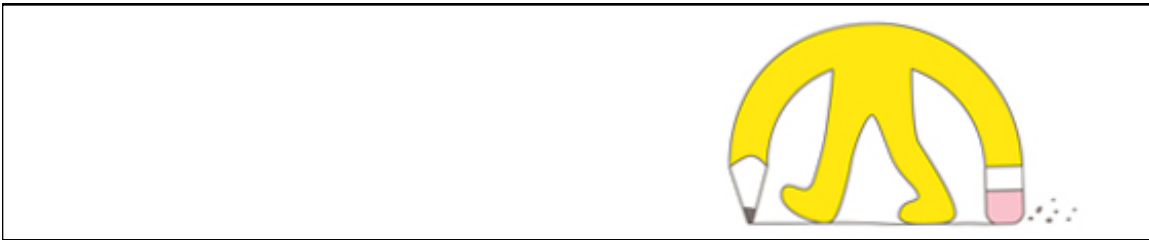
You can if you like. But it tends to get extra hot and people complain that it becomes too hot. So, for me, when I'm out traveling, I have a backpack containing a jug or two of water. Also my concentrate, a glass, a plastic cup and a wooden

spoon. I don't generally need a measuring spoon because I know how much to pour into that particular cup, what my usual measure of the concentrate is, and I also know where the water level goes. If I add too much of the concentrate, I just add a little more water, shake my cayenne, stir and drink.

Yes, I think that's a typical homemade kit. If you go online, they're everywhere. Even on my site, there's a link to an Amazon product that's a kit. And there are a handful of different kits available. But, bottom line, it's just the maple syrup and the lemon and the cayenne. The kind of kit I'm interested in is a cup of the proper material, the proper size, with maybe a measurement on the side—something made specifically for the Cleanse. In particular, I'd be interested in a portable item, something to take with you when you're traveling because one question I get a lot is: how do I travel when I'm doing this cleanse? So those are interesting products that maybe we'll develop one day, Tom.

10 - Common Mistakes of the Newbie Cleanser

Be ready for these obstacles



Discussion Points: These points are open for discussion on TheMasterCleanse.org/common-mistakes-of-the-newbie-cleanser - check the website for the latest ideas from authors, practitioners and cleansers like you.

1. Getting Started
2. Lemonade Issues
3. During The Cleanse and Stopping The Cleanse

There is one last thing that I would like to leave our readers with. I might even create a small document on this particular topic alone. Of course, all these topics are worthy of their own eBooks or programs, because there's so much information about such things as the adjuncts and all the other interesting aspects of the Cleanse. But back to the task at hand.

Okay, so they've gone through this process, they've got their kit, made a plan, chosen a time. What's the biggest pitfall or the most common mistake they need to watch out for when they first start the Cleanse itself, in those critical first few days?

Okay, a couple of things. One is to go somewhere and not have your lemonade with you—some place where there are lots of people and, worse, food. You will be hungry and if you don't have your lemonade to take away the cravings, you will be tempted. Besides, where do you go these days where there isn't food?

What will happen is, you'll grab the nearest thing and eat it because you'll be hungry. If you go somewhere without your lemonade you're just inviting failure. Self-sabotaging, remember?

The other thing is, sometimes people don't drink enough lemonade. They tell me, "I've had three glasses," and it's around 6:00 in the evening and I say, "I've usually had six or eight at least, by now." You know, sometimes people don't drink their lemonade till around noon, so at night they're starving. I say, "Have three glasses by lunchtime and you won't be starving at night."

Don't go to social functions with finger food everywhere. Don't go on the Cleanse three days before Thanksgiving and show up at Thanksgiving dinner wondering why you want to devour everything on the table. Some people can do that and it's not a problem. For most, it's sheer torture. Don't torture yourself.

Yes, it can be torture. I mean, I've done it six times now and sometimes it's a breeze and sometimes it's the opposite. But usually when I have such moments, I've learned that they pass. That's what's so cool about it: you learn the wisdom in "This too shall pass," you know?

You mentioned the second one was not drinking your lemonade early enough. You know, because you need to do the salt water flush on an empty stomach, I would wake up and do it first thing in the morning. Which sometimes meant waiting an hour for it to kick in, and in that time I was always trying to figure out an appropriate time to start drinking the lemonade, for fear I might cause the salt water flush to fail.

As a result, I often waited until after the first movement to drink my lemonade. But on the last two occasions, for at least the first three days of the Cleanse, I was extremely light headed and had a bad headache in the morning while waiting for that flush to kick in. I'm almost certain it was because I was timing that process poorly.

Were you taking your laxative in the evening before?

No, I wasn't.

You need to do that and it will move more quickly. Me, I didn't drink my salt water until about 8:30-ish, I think. And I drank it a little slow. It probably took me 20 minutes to drink it, and I don't think I started eliminating for at least 45 minutes or an hour, and it went on for another 45 minutes after that. But, like you say, you can have your first drink after your first elimination.

That's an appropriate time to wait?

Yes, that's what I was taught. You can have your first lemonade after your first elimination. It means that the salt water has moved far enough through your system that the salt water and the lemonade will not mix.

11 - Conclusion

Contact Tom Woloshyn for more information

Thanks again, Tom. In the articles and the documents I'll be creating over time, I'll set out how people can reach you and learn more about your adjuncts. For the time being, however, I was talking with Tom Woloshyn, and he's at vitagem.com. He's the author of two books, available on Amazon and in book stores, *The Complete Master Cleanse* and *Beyond the Master Cleanse*, which explore some of those adjuncts we talked about: colon lifts and color therapy and light therapy and more.

If you're interested in learning more about it, stay tuned to the mastercleanse.org and also drop by Tom's site and have a look at what he's doing. All right, Tom, thanks a lot.