




THE BIOLOGICAL EFFECTS OF A FAD DIET

THE MASTER CLEANSE

**ALYSSA AOKI
ESHE-102
SUMMER 2011**



MASTER CLEANSE BACKGROUND

- The Master Cleanse was created by Stanley Burroughs in 1941, and published in *The Master Cleanser* in 1976.
- Highly promoted by Peter Glickman in the '90s
- Based on alternative medicine and natural remedies



THE MASTER CLEANSE: STEP BY STEP

- Follow the cleanse for 10+ days.
- The night before you start the cleanse, drink one cup of herbal laxative tea.
- Drink a quart of purified water with two teaspoons of non-iodized sea salt each morning.
- Drink six to twelve glasses of 'lemonade' each day:
 - 1 oz. of fresh squeezed lemon or lime juice
 - 1 oz. of grade B organic maple syrup
 - 1/10th teaspoon of cayenne pepper
 - 8 oz. purified water
- Drink laxative tea each evening before bed.

CLEANSE SCIENCE

- Use non-iodized salt; it contains trace minerals your body needs.
- Enzymes in lemon juice breakdown layers of waste in the colon; juice must be fresh squeezed.
- Maple syrup contains minerals and sugar for energy.
- Cayenne pepper breaks up mucus and dilates blood vessels.
- Flouridated water is not recommended due to the toxic nature of flourine.






CLEANSING EFFECTS?


- Effects of the cleanse are referred to as “Detox Symptoms”
- Cravings
- Irritability, anxiety
- Burning bowel movements

Others have also reported:

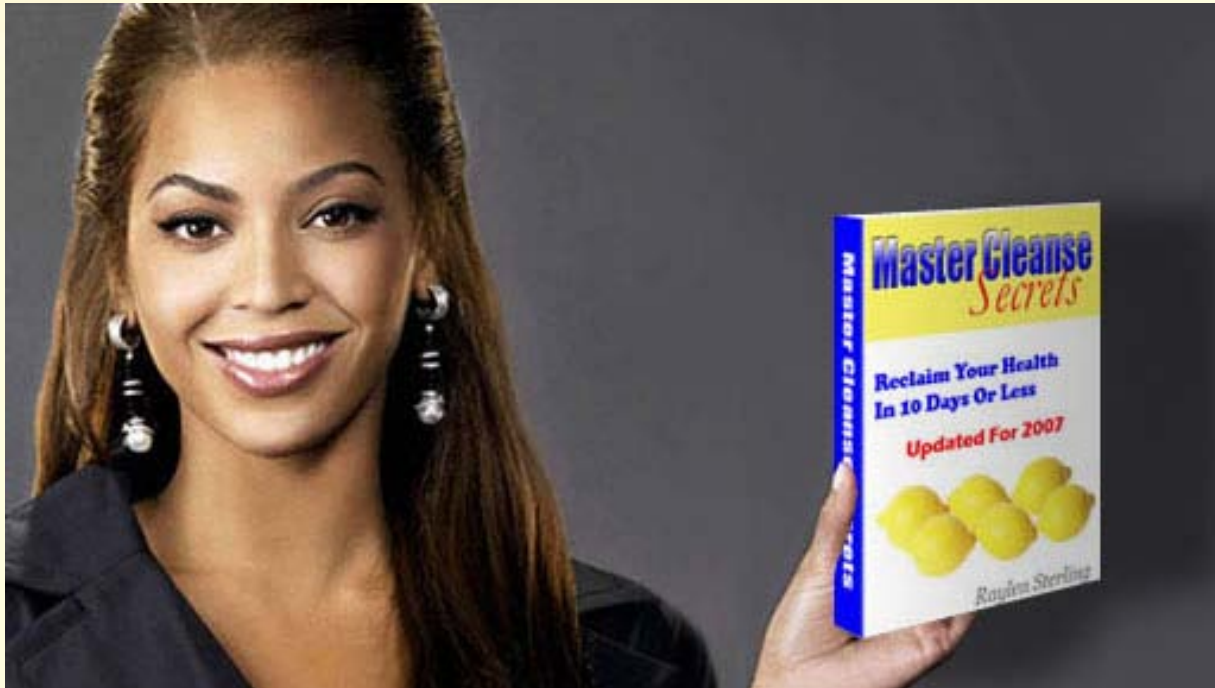
- Nausea
 - Dizziness
 - Diarrhea
- 



NUTRITIONISTS TAKE ON THE CLEANSE

- Plan is deficient of all essential nutrients, “calories, vitamins, minerals, protein, carbohydrates, fiber, and fat.”
 - Chances are you will lose only water weight and muscle. Muscle is important for burning calories and losing fat.
 - No evidence supports that the cleanse rids the body of anything the liver or bodily waste cannot.
 - Fasting can rid intestines of healthy bacteria that help digestion and immunity.
 - Dieters usually regain the weight when they return to usual eating habits.
- 

CELEBRITIES USING THE MASTER CLEANSE



Beyonce reported losing twenty pounds using the cleanse

Other celebrities who have reported using the diet include: Jared Leto, Angelina Jolie, Ashanti, Naomi Campbell, Ashton Kutcher and Demi Moore.

Celebrity endorsement of diets does not guarantee their safety or effectiveness.

CLEANSE TESTIMONIALS

Some thoughts from real cleanse users:

- “The Smooth Move tea does the job for me without any problems, but today I wasn’t able to keep the salt water flush down.”
- Michelle, Day 2
- “I’m seriously dragging in the energy department.”
- Brian, Day 4
- “All I can say is that my system was super clogged. I’ve been going to the bathroom for a couple hours now.”
- Lynette, Day 1

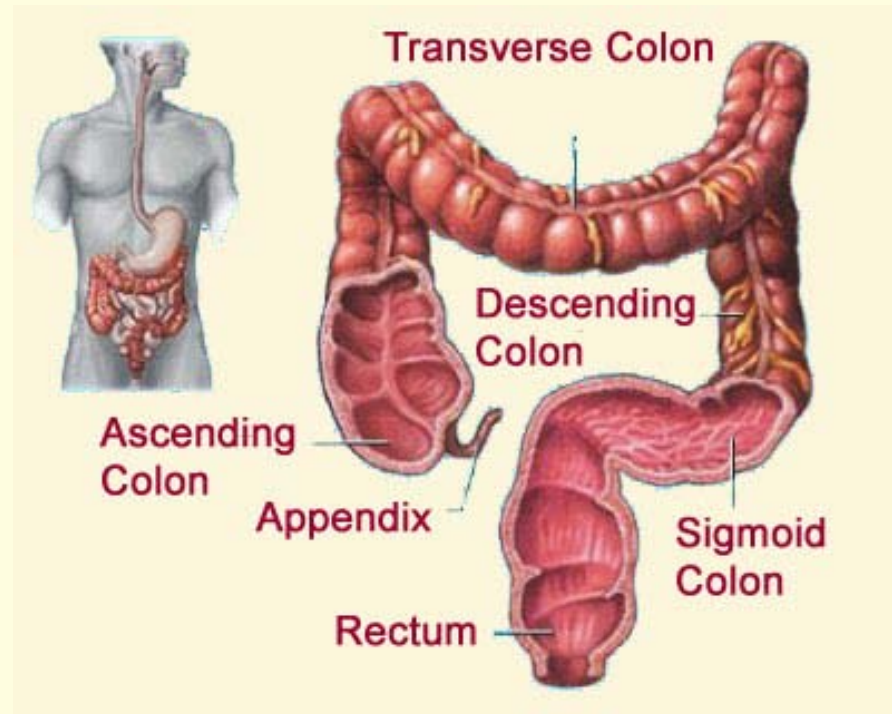
EATING DISORDERS

- Another danger to the Master Cleanse is that it can encourage a binge-purge mentality associated with eating disorders.
- People with a history of obsessive or disordered eating are highly discouraged from trying the cleanse.



SIMILAR DIETS

- Ultra Simple Diet
- Green Smoothie Diet
- Fruit Flush
- Grapefruit Diet



ADDITIONAL MEDIA

College Humor video poking fun at the cleanse:

<http://www.youtube.com/watch?v=ZrBHMo-y8qI&feature=fvst>

An interview with Peter Glickman, a promoter of the Master Cleanse:

<http://www.youtube.com/watch?v=cKoIhixTDsY>

How to make the 'lemonade':

<http://www.youtube.com/watch?v=qouF3MoWlho>

REFERENCES

“Lynette’s Master Cleanse Blog.” Master Cleanse Raw Food Website. N.p., n.d. Web. 17 July 2011. <<http://therawfoodsite.com/forum/showthread.php?169-Lynette-s-Master-Cleanse-Blog>>.

“Angelina Jolie on the Master Cleanse | The Master Cleanse.” The Master Cleanse. N.p., n.d. Web. 17 July 2011. <<http://themastercleanse.org/angelina-jolie-master-cleanse/>>.

“Demi Moore and Ashton Kutcher on the Master Cleanse | PopEater.com.” Celebrities | Entertainment News | Celebrity Gossip | Celebrity Photos | PopEater.com. N.p., n.d. Web. 17 July 2011. <<http://www.popeater.com/2010/07/12/demi-moore-ashton-kutcher-the-master-cleanse/>>.

Glickman, Peter. Lose weight, have more energy & be happier in 10 days: take charge of your health with the Master Cleanse. 2nd ed. Clearwater, Fla.: Peter Glickman, 2005. Print.

“Lemonade Diet.” Fad Diet Dot Com - Fad Diets, Fun, and Weight Loss Tips. N.p., n.d. Web. 16 July 2011. <<http://www.faddiet.com/lemonadediet.html>>.

“Master Cleanse Journal.” Master Cleanse Journal. N.p., n.d. Web. 17 July 2011. <<http://mastercleansejournal.com/>>.

“The Master Cleanse Blog.” The Master Cleanse Blog. N.p., n.d. Web. 17 July 2011. <<http://themastercleanseblog.blogspot.com/search?updated-max=2007-11-04T01%3A42%3A00-04%3A00&max-results=7>>.

Zelman, Kathleen. “The Lemonade Diet (Master Cleanse Diet).” WebMD - Better information. Better health.. N.p., n.d. Web. 17 July 2011. <<http://www.webmd.com/diet/features/the-lemonade-diet-master-cleanse-diet?page=3>>.