



FEDERAL TRADE COMMISSION

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FEDERAL TRADE COMMISSION

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In the Matter of: )  
Seven Day Marketing, Inc. ) Matter No. 0623234  
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Date Unknown

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## P R O C E E D I N G S

- - - - -

## DVD PRESENTATION -- SEVEN DAY MIRACLE CLEANSE

ON SCREEN: The following program is a paid advertisement and is the opinion of the Seven Day Miracle Cleanse.

This is a product of 7 Day Marketing, Inc.

MALE ANNOUNCER: The following is a paid advertisement and is the opinion of Seven Day Miracle Cleanse.

ON SCREEN: Dr. Elaine Davis

7DMC

DR. ELAINE DAVIS: Welcome to another edition of the Seven Day Miracle Cleanse. I hope you will join us as I share my life-changing experience with you. I am 42 years old and the mother of five children. After having four of them within five years, I was sure that I would never fit into my normal clothes again. I tried dieting, but I was always hungry. I tried exercise, but let's face it, it's boring and it's too time-consuming.

I was ready to resign myself to elastic waist pants and bulky tops until I met The Health Man. When he told me about his program, I was skeptical. After some coaxing, I agreed to try his program, the Seven Day Miracle Cleanse.

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Exhibit A

1                   **ON SCREEN: Individual results may vary.**

2                   DR. ELAINE DAVIS: Since I tried the Cleanse, I  
3 have lost over 40 pounds. It's not a diet, it's better  
4 than a diet because after completing the program, I  
5 didn't need to eat as much food to feel satisfied. My  
6 body became much more efficient at absorbing nutrients.

7                   How did Princess Diana become a world-renowned  
8 beauty? Find out what Jennifer Lopez, Demi Moore, Janet  
9 Jackson, Goldie Hawn, Daman Wayans, Liv Tyler, Cindy  
10 Crawford, Ben Affleck, and others, do to lose weight and  
11 to look young.

12                  And, now, the founder of the Seven Day Miracle  
13 Cleanse, The Health Man.

14                  **ON SCREEN: (Scrolling across top of screen)**

15                  **The average colon should weigh 4 lbs... John**  
16                  **"Duke" Wayne died from colon cancer and his colon weighed**  
17                  **45 lbs...Elvis Presley had a blocked colon at the time of**  
18                  **his death and his colon weight 45 lbs...These are typical**  
19                  **cases of how impacted and constipated a neglected colon**  
20                  **can become...**

21                  THE HEALTH MAN: Are you sick and tired of  
22 being sick and tired? Are you one of millions who suffer  
23 from the common ailments such as constipation, irritable  
24 bowel syndrome, fatigue, Alzheimer's and other diseases?  
25 Have you been struggling year in and year out with your

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Exhibit A

1 health problems? Then why should you suffer any more?

2 I have the solution for you. Imagine being in  
3 control of your health. You can look and feel 10 to 20  
4 years younger than your age, have perfect cholesterol,  
5 perfect body weight and consistent bowel eliminations, a  
6 body immune to all sickness. These are the  
7 characteristics of perfect health.

8 **ON SCREEN: (Scrolling across top of screen)**

9 **...The average American carries around an extra**  
10 **5-25 lbs. in the colon (large intestine)...Most people**  
11 **eliminate and lose 5-25 lbs. while completing the 7 Day**  
12 **Miracle Cleanse...**

13 THE HEALTH MAN: In the next half hour, I  
14 guarantee each and every one of you that you will be  
15 amazed as I show you the most innovative health  
16 rejuvenation system in the world, which has never been  
17 available to the public until now.

18 Thank you for joining me today from beautiful  
19 Hawaii. I'm the Health Man. I must first say it is a  
20 pleasure to have this incredible opportunity to share  
21 this profound knowledge with each and every one of you.  
22 What I'm about to tell you about your own personal health  
23 may be equally alarming and amazing.

24 **ON SCREEN: (Scrolling across top of screen)**

25 **...Parasites are not just a 3rd world**

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Exhibit A

1       **problem...A cubic inch of beef contains 1200 parasite**  
2       **larvae...Parasine 2 is proven to eliminate parasites from**  
3       **the body in just 10 days...**

4               THE HEALTH MAN: I would like to address what I  
5       feel is the missing link in our society when it comes to  
6       our own health, as we are the unhealthiest nation in the  
7       world. It is a fact that you were born perfect and  
8       somewhere along the way you've become imperfect. The  
9       right knowledge has not been available to you, the  
10      public, and we are not trained to create a perfectly  
11      healthy body, immune from disease. If this were not  
12      true, then why has the United States become the most  
13      diseased nation in the world?

14              **ON SCREEN: (Scrolling across top of screen)**  
15              **...Celebrities spend thousands of dollars on**  
16      **colon cleansing...Colon cleansing is the celebrity secret**  
17      **to fitting into tight Oscar gowns...Join celebrities such**  
18      **as Liv Tyler, Courtney Love, Ben Affleck, Daman Wayans,**  
19      **Andie McDowell, Goldie Hawn, Gisele Bundchen, Janet**  
20      **Jackson, Jennifer Lopez, Demi Moore in detoxifying and**  
21      **cleansing your way to looking younger and losing**  
22      **weight...**

23              THE HEALTH MAN: According to the respected  
24      publication, the Merck Manual, colon health has  
25      degenerated quickly. For example, the major colon

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Exhibit A

1 disease, diverticulosis increased from 10 percent of  
2 adults over the age of 45 in 1950 to 50 percent by 1987.  
3 The most recent edition declares that virtually every  
4 American adult will have diverticulosis in the large  
5 intestines at some point in their life. This can be  
6 prevented.

7 I feel, and you probably do as well, that we  
8 have become so frightened and fearful when it comes to  
9 our own health. How many of you take prescription drugs  
10 or visit a doctor year in and year out?

11 **ON SCREEN: Karen, 42**

12 **Individual results may vary.**

13 KAREN: You hit 40 and it seems like things  
14 start to fall apart and it really energizes you, it makes  
15 you feel like you're 25 again.

16 **ON SCREEN: Pauline, 70**

17 **Individual results may vary.**

18 PAULINE: I had a real bad knee, they wanted to  
19 operate, do an implant on, and I just did not want that.  
20 So, this was the reason that I opted to do this and but  
21 I've known people, too, that have had the operation and  
22 it didn't help them that much either. They've still had  
23 problems.

24 **ON SCREEN: (Scrolling across top of screen)**

25 **...The 7 Day Miracle Cleanse is a professional**

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Exhibit A



1       detoxification program...Detoxification and maintaining  
2       proper pH is a key component to preventing most cancers  
3       and other diseases such as Alzheimer's Disease...Super  
4       Boost Greens is an alkylizer that will help you achieve  
5       proper body pH with continued daily use and is composed  
6       of live enzymes making it a complete live supplement...

7               THE HEALTH MAN: Every time you have a symptom  
8       of illness, you run to the medicine cabinet or to the  
9       doctor's office, don't you? Understand that we have been  
10      conditioned to this for generations and simply do not  
11      even question it. But do you ever really find out the  
12      real causes of your health problems? Does your doctor  
13      ever really educate you on the simple and inexpensive  
14      healing modalities available to you? Of course not. It  
15      is not in their best interests or part of the medical  
16      practice to do so. In fact, the average medical doctor  
17      has only 2.5 hours of nutritional training during their  
18      years in medical school.

19              **ON SCREEN: (Scrolling across top of screen)**

20              **The 7 Day Miracle Cleanse works in JUST 7 days**  
21      **to clean your colon...This program is NOT a laxative, as**  
22      **opposed to products that require daily use for extended**  
23      **periods...**

24              THE HEALTH MAN: I feel doctors automatically  
25      prescribe pharmaceutical drugs and remove body parts that

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Exhibit A

1 we need.

2 When we buy a pill and buy peace with it, you  
3 get conditioned to cheap solutions instead of deep ones.  
4 In my opinion, the medical industry's approach is  
5 unorthodox because it does not identify the original  
6 cause of sickness and disease, but simply treats the  
7 symptoms of them, don't they?

8 **ON SCREEN: Karen, 42**

9 KAREN: I am not into going, you know, to the  
10 medical doctors and having them cut your problem out.  
11 You know, let's just do the incision and take out this  
12 organ because you're having problems with it. That  
13 doesn't really hit on where that problem came from. It's  
14 just -- it's not really going to heal you, they're just,  
15 you know, doing -- that's the way Western medicine is.

16 I believe it can help anybody. You know,  
17 you're actually cleaning your body so it can work again.

18 **ON SCREEN: (Scrolling across top of screen)**

19 **...The 7 Day Miracle Cleanse is a triple-action**  
20 **program including Super Boost Greens, Parasine 2, and**  
21 **Mucus Eliminator...All products are produced from**  
22 **certified organic herbs for the highest potency...This**  
23 **potency can NOT be found in any store or similar**  
24 **program...You will not be as hungry after the cleanse**  
25 **because your body will be more efficient at absorbing**

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Exhibit A

1       **nutrients...**

2               THE HEALTH MAN: A cancerous tumor, which is a  
3       symptom, is routinely removed by surgery. This is  
4       usually followed by painful radiation treatment and  
5       debilitating chemotherapy. But why doesn't the treatment  
6       attack the cause? Interesting, isn't it? No wonder  
7       cancer comes back with such a vengeance. Healing can  
8       only begin when we attack the cause of disease.

9               **ON SCREEN: Diagram of colon**

10              **"These statements have not been evaluated by**  
11      **the Food and Drug Administration and are the opinions of**  
12      **the speaker. This product is not intended to diagnose,**  
13      **treat, cure, or prevent any disease."**

14              **ON SCREEN: (Scrolling across top of screen)**

15              **...This is why you will keep the weight OFF, as**  
16      **opposed to dieting. Order now and take charge of your**  
17      **health. Rush shipping is available!**

18              THE HEALTH MAN: This is a diagram of the human  
19      digestive tract. The colon is highlighted and is  
20      considered the sewer of the human body. Now, this should  
21      surprise many of you. Did you know that your digestive  
22      tract is responsible for about 90 percent of your overall  
23      health? Yes, 90 percent. Did you know that your entire  
24      body is fed by your small and large intestines?

25              **ON SCREEN: (Scrolling across top of screen)**

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Exhibit A

1                   The average colon should weigh 4 lbs... John  
2                   "Duke" Wayne died from colon cancer and his colon weighed  
3                   45 lbs...Elvis Presley had a blocked colon at the time of  
4                   his death and his colon weight 45 lbs...These are typical  
5                   cases of how impacted and constipated a neglected colon  
6                   can become...

7                   THE HEALTH MAN: First, the colon feeds your  
8                   blood, then the blood cells feed all of the cells in your  
9                   body including your brain cells. You're probably asking  
10                  yourself, why should this mean something to me, right?

11                  **ON SCREEN: MUCOUS PLAQUE**

12                  **Pictures of colon and mucous plaque**

13                  THE HEALTH MAN: I say this because the  
14                  National Health Federation has estimated that over 97  
15                  percent of the population is living in a state of  
16                  constipation and has developed what is called mucous  
17                  plaque in the small and large intestines. Mucous plaque  
18                  creates a daily self-poisoning effect on your entire body  
19                  called toxemia. This mucous plaque exists inside of  
20                  almost every American and lines the internal wall of your  
21                  colon.

22                  We have the ability to live twice as long as we  
23                  are living today, but we need the knowledge on how to do  
24                  this. The colon is one of the primary indicators as to  
25                  how long we will live.

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Exhibit A

1                   **ON SCREEN:** (Scrolling across top of screen)

2                   ...The average American carries around an extra  
3                   5-25 lbs. in the colon (large intestine)...Most people  
4                   eliminate and lose 5-25 lbs. while completing the 7 Day  
5                   **Miracle Cleanse...**

6                   **THE HEALTH MAN:** Look, what I am offering is  
7                   the opportunity to live a longer life without sickness or  
8                   disease, with an abundance of energy and vitality.

9                   **ON SCREEN:** Joseph, 60

10                   **Individual results may vary.**

11                   **JOSEPH:** Listen, the energy that you get,  
12                   you're going to feel -- you're going to feel like  
13                   Superman.

14                   **ON SCREEN:** Karen, 42

15                   **Individual results may vary.**

16                   **KAREN:** I feel now that I can keep up with  
17                   everything and I have more time and more energy to go do  
18                   other things, also, you know, get out of the house and do  
19                   more. So, I feel so much better, and I'm sure the kids  
20                   can tell the difference.

21                   **ON SCREEN:** (Scrolling across top of screen)

22                   ...Parasites are not just a 3rd world  
23                   problem...A cubic inch of beef contains 1200 parasite  
24                   larvae...Parasine 2 is proven to eliminate parasites from  
25                   the body in just 10 days...

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Exhibit A

1           THE HEALTH MAN: How does your body develop  
2 this mucous plaque? It all begins at about the age of  
3 six. Every time we eat foods not composed of fresh  
4 fruits and vegetables and their juices, raw nuts or  
5 seeds, a microscopic residue lines the digestive tract.  
6 This is especially true when we consume pasteurized milk  
7 products, including milk, and starches such as breads and  
8 sugar products and alcohol and soft drinks and coffee and  
9 the list goes on. These products are absolutely  
10 indigestible foods.

11           **ON SCREEN: (Scrolling across top of screen)**

12           **...Celebrities spend thousands of dollars on**  
13 **colon cleansing...Colon cleansing is the celebrity secret**  
14 **to fitting into tight Oscar gowns...Join celebrities such**  
15 **as Liv Tyler, Courtney Love, Ben Affleck, Daman Wayans,**  
16 **Andie McDowell, Goldie Hawn, Gisele Bundchen, Janet**  
17 **Jackson, Jennifer Lopez, Demi Moore in detoxifying and**  
18 **cleansing your way to looking younger and losing**  
19 **weight...**

20           THE HEALTH MAN: Over a period of 10, 20, 30  
21 years or more, these residues accumulate to develop  
22 mucous plaque a quarter inch to two inches thick around  
23 the entire circumference of the inner colon.

24           Take a good look at the inside of this pipe.  
25 See the residues that have developed on the inside of it?

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Exhibit A

1 This pipe is nearly blocked making it almost impossible  
2 for anything to pass through it.

3 **ON SCREEN: Picture of colon**

4 **Colon wall**

5 **Mucous plaque**

6 THE HEALTH MAN: This is very similar to the  
7 average colon. We have taken it for granted that what we  
8 put into our mouth is going to come out of the other end  
9 of our digestive tract.

10 **ON SCREEN: (Scrolling across top of screen)**

11 **...The 7 Day Miracle Cleanse is a professional**  
12 **detoxification program...Detoxification and maintaining**  
13 **proper pH is a key component to preventing most cancers**  
14 **and other diseases such as Alzheimer's Disease...Super**  
15 **Boost Greens is an alkylizer that will help you achieve**  
16 **proper body pH with continued daily use and is composed**  
17 **of live enzymes making it a complete live supplement...**

18 THE HEALTH MAN: Are you one of millions who  
19 take laxatives? I was one of those people once. We have  
20 just not been taught how to cleanse or to maintain  
21 cleanliness, especially in our colon. Why is it that we  
22 clean every other orifice except the filthiest? The  
23 colon is analogous to a sewer in your body and needs to  
24 be maintained just like every other orifice in your body.

25 Take a moment to think about this. What if you

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Exhibit A

1 neglected any of your other body openings? For example,  
2 imagine not brushing your teeth or cleaning your ears for  
3 10 years or more. It would be foul to say the least,  
4 right?

5 Now, imagine the condition of your colon. It  
6 is time that everyone gain awareness of the overlooked  
7 colon and the necessity of having a clean colon because  
8 your health depends on it.

9 **ON SCREEN: Diagram of perfect colon and**  
10 **average American colon**

11 THE HEALTH MAN: This is how a perfect colon  
12 should look. Contrast this with how the average American  
13 colon looks. See how distorted the appearance of the  
14 neglected colon is?

15 The key to losing weight is in balancing the  
16 thyroid gland in your body because it controls the  
17 production of fat cells.

18 **ON SCREEN: (Scrolling across top of screen)**

19 **The 7 Day Miracle Cleanse works in JUST 7 days**  
20 **to clean your colon...This program is NOT a laxative, as**  
21 **opposed to products that require daily use for extended**  
22 **periods...**

23 THE HEALTH MAN: Men and women spend billions  
24 of dollars each year for a hope or a diet that will cure  
25 all their problems in achieving their ideal body weight.

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1           There is no better system than the Seven Day Miracle  
2           Cleanse for losing weight faster, healthier and more  
3           naturally without harmful chemicals or side effects. The  
4           average person will lose 10 to 25 pounds or more in just  
5           seven days.

6                       **ON SCREEN: (Scrolling across top of screen)**

7                       ...The 7 Day Miracle Cleanse is a triple-action  
8           program including Super Boost Greens, Parasine 2, and  
9           Mucus Eliminator...All products are produced from  
10          certified organic...

11                      **ON SCREEN: Lost 9 lbs. in 2 weeks!**

12                      **Individual results may vary.**

13                      PROFESSOR RON BEADLE: I think I lost nine and  
14          a half pounds within a two-week period. That's pretty  
15          good.

16                      **ON SCREEN: Individual results may vary.**

17                      PAULINE: I lost about 19 pounds.

18                      **ON SCREEN: Lost 13 pounds!**

19                      **Individual results may vary.**

20                      JOSEPH: I am here to say that this program is  
21          for everyone. It's for me, it's for you. I, myself,  
22          lost 13 pounds in a few short weeks doing the Seven Day  
23          Miracle Cleanse.

24                      **ON SCREEN: Individual results may vary.**

25                      DR. ELAINE DAVIS: Since I tried the Cleanse, I

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Exhibit A

1 have lost over 40 pounds.

2 **ON SCREEN: 2 easy payments of:**

3 **\$49.95**

4 **(Check by phone)**

5 **7DMC**

6 **p.o. box 2727**

7 **Downey, Ca. 90242**

8 **www.7DMC.com**

9 **MALE ANNOUNCER:** Don't wait. Take back your  
10 health today. Don't you owe it to yourself to take seven  
11 days of your life to feel great? The Seven Day Miracle  
12 Cleanse is a professional cleansing program that  
13 guarantees long-lasting results. This package includes  
14 Parasine 2, the Herbal Mucous Eliminator, and as a  
15 special bonus, The Health Man's own Super Boost Greens.  
16 All the products are made from only the finest organic  
17 herbs, plus you'll receive the Seven Day Miracle Cleanse  
18 Handbook to guide you through the program with helpful  
19 tips and an extensive selection of delicious gourmet  
20 recipes.

21 **ON SCREEN: First 250 Callers! \$40 Value FREE**

22 **7DMC**

23 **p.o. box 2727**

24 **Downey, Ca. 90242**

25 **www.7DMC.com**

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Exhibit A

1                   MALE ANNOUNCER: With our special offer, the  
2 first 250 callers will receive an additional 30-day  
3 supply of The Health Man's Super Boost Greens without  
4 charge.

5                   To order your Seven Day Miracle Cleanse, just  
6 call the toll-free number.

7                   **ON SCREEN: 2 easy payments of:**

8                   **\$49.95**

9                   **(Check by phone)**

10                  **7DMC**

11                  **p.o. box 2727**

12                  **Downey, Ca. 90242**

13                  **www.7DMC.com**

14                  MALE ANNOUNCER: The Seven Day Miracle Cleanse  
15 comes with an unconditional 30-day money back guarantee.  
16 Take back your health today.

17                  **ON SCREEN: (Scrolling across top of screen)**

18                  **The average colon should weigh 4 lbs... John**  
19 **"Duke" Wayne died from colon cancer and his colon weighed**  
20 **45 lbs...Elvis Presley had a blocked colon at the time of**  
21 **his death and his colon weight 45 lbs...These are typical**  
22 **cases of how impacted and constipated a neglected colon**  
23 **can become...**

24                  THE HEALTH MAN: Another danger of mucous  
25 plaque is that it houses toxins, such as heavy metals,

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Exhibit A

1 which is thought to be a major contributor of Alzheimer's  
2 Disease. It also houses parasites, fungi, worms and  
3 harmful bacteria, each of which can weaken your immune  
4 system. The elimination of this filth is one of the key  
5 components in achieving perfect health and in building a  
6 pain-free body for both young and old.

7 I challenge any person, any organization to  
8 prove me wrong. What I am talking about is real. It's  
9 never too late to benefit from the Seven Day Miracle  
10 Cleanse Program, a rejuvenation system.

11 **ON SCREEN: "These statements have not been**  
12 **evaluated by the Food and Drug Administration and are the**  
13 **opinions of the speaker. This product is not intended to**  
14 **diagnose, treat, cure, or prevent any disease."**

15 THE HEALTH MAN: In fact, the Seven Day Miracle  
16 Cleanse can extend your life 10, 20, 30 years or more.

17 **ON SCREEN: (Scrolling across top of screen)**

18 **...The average American carries around an extra**  
19 **5-25 lbs. in the colon (large intestine)...Most people**  
20 **eliminate and lose 5-25 lbs. while completing the 7 Day**  
21 **Miracle Cleanse...**

22 THE HEALTH MAN: Nobel Prize winner Alex  
23 Corelle (phonetic) stated that if the cell is cleansed  
24 and nourished properly, it could live indefinitely. Just  
25 think of the possibilities. It is now time for us to

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Exhibit A

1 realize our potential in this life and stop taking it for  
2 granted.

3 When are you going to get passionate about your  
4 health? You now have the opportunity to really do  
5 something about it.

6 **ON SCREEN: (Scrolling across top of screen)**

7 **...Parasites are not just a 3rd world**  
8 **problem...A cubic inch of beef contains 1200 parasite**  
9 **larvae...Parasine 2 is proven to eliminate parasites from**  
10 **the body in just 10 days...**

11 **THE HEALTH MAN:** How easy is it to eliminate  
12 constipation? I know that if you complete just one Seven  
13 Day Miracle Cleanse Program, you will have regular,  
14 healthy bowel eliminations just as you did when you were  
15 a child. Fecal waste products should stay in your system  
16 no longer than 24 hours, although six to eight hours is  
17 ideal. The average time is 72 to 96 hours, which gives  
18 fecal matter enough time to putrefy and build up toxins  
19 that can affect every part of your body, especially the  
20 immune system.

21 **ON SCREEN: (Scrolling across top of screen)**

22 **...Celebrities spend thousands of dollars on**  
23 **colon cleansing...Colon cleansing is the celebrity secret**  
24 **to fitting into tight Oscar gowns...Join celebrities such**  
25 **as Liv Tyler, Courtney Love, Ben Affleck, Daman Wayans,**

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1       **Andie McDowell, Goldie Hawn, Gisele Bundchen, Janet**  
2       **Jackson, Jennifer Lopez, Demi Moore in detoxifying and**  
3       **cleansing your way to looking younger and losing**  
4       **weight...**

5               THE HEALTH MAN: Can you imagine eliminating  
6       constipation in just seven days of your life? How long  
7       have you been suffering? Isn't it time for you to do  
8       something about it?

9               I feel the medical industry has done a superior  
10       job of making us feel inferior about taking care of our  
11       own health. Also, they have intentionally made us  
12       believe that our own health is too complicated to figure  
13       out for ourselves and that we need to depend upon them to  
14       do our thinking for us. Visiting a doctor is nothing  
15       more than experiencing intellectual degradation. Just  
16       like mindless robots, we go to a doctor every time we get  
17       sick, looking for sympathy or for a quick fix in the form  
18       of an unnecessary drug. We have blindly bought into  
19       credentials rather than using our own faith and God-given  
20       common sense.

21               **ON SCREEN: (Scrolling across top of screen)**

22               **...The 7 Day Miracle Cleanse is a professional**  
23       **detoxification program...Detoxification and maintaining**  
24       **proper pH is a key component to preventing most cancers**  
25       **and other diseases such as Alzheimer's Disease...Super**

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1        **Boost Greens is an alkylizer that will help you achieve**  
2        **proper body pH with continued daily use and is composed**  
3        **of live enzymes making it a complete live supplement...**

4                **THE HEALTH MAN:** As Voltaire stated, a  
5        physician is one who pours drugs of which he knows little  
6        into a body of which he knows less. It is a fact that  
7        over 160,000 people die each year after taking  
8        prescription medical drugs.

9                **ON SCREEN: Karen, 42**

10               **Individual results may vary.**

11               **KAREN:** This is such a better alternative than  
12        going and being medicated, you know, with medicine that  
13        has side effects and, you know, the TV commercials, my  
14        kids laugh at them. Oh, yeah, Mom, right, you know,  
15        liver damage, kidney damage, heart attack, sure, we want  
16        to -- you know, we want to take that. And that's true.

17               People -- anybody -- if my kids notice it,  
18        everybody's going to know. Why would I take that  
19        medication? You know? There's got to be a better way.  
20        Let's get back to nature, our fruits and our vegetables,  
21        you know, we'll be much better off.

22               **ON SCREEN: Professor Ron Beadle**

23               **Individual results may vary.**

24               **PROFESSOR RON BEADLE:** The Seven Day Miracle  
25        Cleanse is a must and you've got to do it. I'm telling

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Exhibit A

1           you.  If not, it's your fault.

2                           **ON SCREEN:  (Scrolling across top of screen)**

3                           **The 7 Day Miracle Cleanse works in JUST 7 days**  
4                           **to clean your colon...This program is NOT a laxative, as**  
5                           **opposed to products that require daily use for extended**  
6                           **periods...**

7                           **THE HEALTH MAN:**  Are you intelligent people?  
8                           Of course you are.  I'm here to tell you that the only  
9                           person that can heal you is you.  You create your health  
10                           problems, you can uncreate them.

11                           So, what's missing?  All you need is the right  
12                           knowledge on how to eliminate the filth, this mucous  
13                           plaque, this blockage from your colon.  And, more  
14                           importantly, to maintain a clean environment for the  
15                           prevention of sickness and disease in your body.  Is  
16                           changing your diet the solution?  The best diet isn't any  
17                           better than the worst if you don't remove the old mucous  
18                           plaque first.

19                           **ON SCREEN:  (Scrolling across top of screen)**

20                           **...The 7 Day Miracle Cleanse is a triple-action**  
21                           **program including Super Boost Greens, Parasine 2, and**  
22                           **Mucus Eliminator...All products are produced from**  
23                           **certified organic herbs for the highest potency...This**  
24                           **potency can NOT be found in any store or similar**  
25                           **program...You will not be as hungry after the cleanse**

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Exhibit A



1       **because your body will be more efficient at absorbing**  
2       **nutrients...**

3               THE HEALTH MAN: Remember what I said earlier.  
4       Consumers in America absorb less than 10 percent of the  
5       nutrients from the foods they eat. If you are serious  
6       about improving your well-being, then the elimination of  
7       mucous plaque is the key to success.

8               Eleven years ago, I was diagnosed with skin  
9       cancer and breast cancer, although I was in perfect  
10      physical health. I had been living with open sores on my  
11      body that would never scab or heal. Then a lump  
12      developed in the right pectoral area of my chest. It  
13      grew to the size of a golf ball. Within nine months, the  
14      pain grew to be so unbearable that it consumed my every  
15      thought and I could not take the pain any more. I was in  
16      serious denial to think that anything could be wrong with  
17      me. After all, I was in perfect physical shape.

18              **ON SCREEN: (Scrolling across top of screen)**

19              **...This is why you will keep the weight OFF, as**  
20      **opposed to dieting. Order now and take charge of your**  
21      **health. Rush shipping is available!**

22              THE HEALTH MAN: So, I went to a doctor and  
23      after many, many tests, it was not only determined that I  
24      had breast cancer, but I had skin cancer as well. I will  
25      never forget how much I was gripped with fear at that

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Exhibit A

1 moment. I was dripping with sweat, my heart was pounding  
2 so hard I thought it was going to burst through my chest.  
3 I felt like the walls were closing in on me.

4 **ON SCREEN: (Scrolling across top of screen)**

5 **The average colon should weigh 4 lbs... John**  
6 **"Duke" Wayne died from colon cancer and his colon weighed**  
7 **45 lbs...Elvis Presley had a blocked colon at the time of**  
8 **his death and his colon weight 45 lbs...These are typical**  
9 **cases of how impacted and constipated a neglected colon**  
10 **can become...**

11 THE HEALTH MAN: And then the doctor said that  
12 he wanted to schedule me for surgery, chemotherapy and  
13 radiation. There was no way I was going to have any of  
14 this done to me because I watched my grandmother die  
15 within three weeks after the same treatment. I knew that  
16 I was going to have a different fate. So, I rushed out  
17 of the doctor's office. My faith was extremely strong,  
18 but I knew that I didn't have much time and that I needed  
19 to find a healing solution fast.

20 I was smart enough to know that surgery would  
21 only remove the symptom of my illness, but not the cause.  
22 I was only interested in the cause of my disease. I  
23 remarkably found a simple and easy bowel cleansing  
24 program within one day. I didn't know anything about  
25 this program, so I was very skeptical. But I was told

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1 that many people had healed themselves of just about  
2 every health infliction conceivable.

3 **ON SCREEN: (Scrolling across top of screen)**

4 **...The average American carries around an extra**  
5 **5-25 lbs. in the colon (large intestine)...Most people**  
6 **eliminate and lose 5-25 lbs. while completing the 7 Day**  
7 **Miracle Cleanse...**

8 THE HEALTH MAN: I started my first Seven Day  
9 detoxification program and I will never forget what  
10 happened on the fourth day. The pain in my tumor had  
11 vanished. I was also experiencing an overwhelming  
12 feeling of peace and tranquility. I knew that I had  
13 tapped into the source of healing.

14 **ON SCREEN: (Scrolling across top of screen)**

15 **...Parasites are not just a 3rd world**  
16 **problem...A cubic inch of beef contains 1200 parasite**  
17 **larvae...Parasine 2 is proven to eliminate parasites from**  
18 **the body in just 10 days...**

19 THE HEALTH MAN: Within seven days on my first  
20 program, the improbable happened. My skin cancer sores  
21 had scabbed over. Within 14 days, they had healed  
22 completely. I repeated this program every three weeks  
23 until my tumor had completely disintegrated. This  
24 process took only four months.

25 I had also realized through the visual

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Exhibit A

1 experience of examining the mucous plaque that poured out  
2 of my body during the cleansing process that this  
3 material is very, very toxic and poisonous. In my  
4 opinion, it is the true source of sickness and disease.

5 **ON SCREEN: (Scrolling across top of screen)**

6 **...Celebrities spend thousands of dollars on**  
7 **colon cleansing...Colon cleansing is the celebrity secret**  
8 **to fitting into tight Oscar gowns...Join celebrities such**  
9 **as Liv Tyler, Courtney Love, Ben Affleck, Daman Wayans,**  
10 **Andie McDowell, Goldie Hawn, Gisele Bundchen, Janet**  
11 **Jackson, Jennifer Lopez, Demi Moore in detoxifying and**  
12 **cleansing your way to looking younger and losing**  
13 **weight...**

14 **THE HEALTH MAN:** This lifetime of residues,  
15 this mucous plaque was poisoning my bloodstream, my  
16 cells, my entire body every day until my tolerance was so  
17 depleted that it left my body vulnerable to disease.  
18 This is typical of every American and this means you.

19 After healing myself, I had decided that I was  
20 going to dedicate my life to sharing this knowledge with  
21 everyone. After a few years after extensive research of  
22 nutritional supplements, bowel cleansing, disease, juice  
23 therapy, herbs and other associated products, I had  
24 developed the Seven Day Miracle Cleanse. It was my goal  
25 to mainstream this wholesome truth of healing and

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Exhibit A

1 wellness so everyone could have the same opportunity to  
2 create a perfectly healthy body.

3 **ON SCREEN: (Scrolling across top of screen)**

4 **...The 7 Day Miracle Cleanse is a professional**  
5 **detoxification program...Detoxification and maintaining**  
6 **proper pH is a key component to preventing most cancers**  
7 **and other diseases such as Alzheimer's Disease...Super**  
8 **Boost Greens is an alkylizer that will help you achieve**  
9 **proper body pH with continued daily use and is composed**  
10 **of live enzymes making it a complete live supplement...**

11 **THE HEALTH MAN:** Since then, my program has  
12 helped thousands of people overcome just about every  
13 health problem feared today, including AIDS, all types of  
14 cancer, high blood pressure, diabetes, migraine  
15 headaches, PMS, fibroid tumors and all types of bowel  
16 dysfunctions.

17 **ON SCREEN: 7-Day Miracle Cleanse Handbook**  
18 **A professional detoxification program**

19 **MALE ANNOUNCER:** First, you will get the Seven  
20 Day Miracle Cleanse handbook which describes the easy,  
21 step-by-step instructions to prepare you for the  
22 cleansing experience and to guide you through it. There  
23 are three different programs to choose from, a program  
24 for everyone.

25 **ON SCREEN: Bottle of Parasine 2**

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1                   MALE ANNOUNCER: You will also get my Parasite  
2 and Worm Eliminator, Parasine 2. This product is taken  
3 before the seven-day program. It eliminates parasites  
4 and worms. The average person harbors millions of  
5 harmful parasites, especially throughout the digestive  
6 tract. It is a fact that over 50 million children die  
7 each year from parasites worldwide. This is a serious  
8 issue and anybody who desires to achieve perfect health  
9 needs to eliminate these parasites.

10                   Many people who have taken this product have  
11 stated that they have expelled tapeworms that they did  
12 not know they had. Parasine 2 is the most effective of  
13 its kind.

14                   **ON SCREEN: (Scrolling across top of screen)**

15                   **The 7 Day Miracle Cleanse works in JUST 7 days**  
16 **to clean your colon...This program is NOT a laxative, as**  
17 **opposed to products that require daily use for extended**  
18 **periods...**

19                   **ON SCREEN: Bottle of Herbal Mucous Eliminator**

20                   THE HEALTH MAN: This is my Herbal Mucous  
21 Eliminator, the catalyst in preparing and eliminating the  
22 mucous plaque from the inner walls of the small and large  
23 intestines. I have tested all the similar products  
24 available to find that the HME is superior and is  
25 composed of the finest herbs available.

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Exhibit A

1                   **ON SCREEN: (Scrolling across top of screen)**

2                   ...The 7 Day Miracle Cleanse is a triple-action  
3 program including Super Boost Greens, Parasine 2, and  
4 Mucus Eliminator...All products are produced from  
5 certified organic herbs for the highest potency...This  
6 potency can NOT be found in any store or similar  
7 program...You will not be as hungry after the cleanse  
8 because your body will be more...

9                   **ON SCREEN: Bottle of Super Boost (Green Mix)**

10                  THE HEALTH MAN: This product is my awesome  
11 Super Boost Greens, a powerful antioxidant as well as an  
12 alkalizer to balance the pH in your blood. Everyone  
13 should be taking greens every day just like this one.

14                  As you consume acid-forming foods, your blood's  
15 pH level is adversely affected. Your blood will  
16 automatically leach minerals from your bones and muscles.  
17 Our bones can become brittle and shrink as our muscles  
18 lose their tone as we get older. The Super Boost Greens  
19 can replenish these minerals. This is a one-month supply  
20 and it is recommended for continued daily use. Greens  
21 are essential in the cleansing process because it  
22 supplies our body with vegetable protein, chlorophyll and  
23 trace minerals necessary for rejuvenating the human cell.

24                  **ON SCREEN: 2 easy payments of:**

25                               **\$49.95**

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Exhibit A

1 (Check by phone)

2 7DMC

3 p.o. box 2727

4 Downey, Ca. 90242

5 www.7DMC.com

6 MALE ANNOUNCER: Don't wait, take back your  
7 health today. Don't you owe it to yourself to take seven  
8 days of your life to feel great?

9 The Seven Day Miracle Cleanse is a professional  
10 cleansing program that guarantees long-lasting results.  
11 This package includes Parasine 2, the Herbal Mucous  
12 Eliminator, and as a special bonus, The Health Man's own  
13 Super Boost Greens. All the products are made from only  
14 the finest organic herbs, plus you'll receive the Seven  
15 Day Miracle Cleanse Handbook to guide you through the  
16 program with helpful tips and an extensive selection of  
17 delicious gourmet recipes.

18 ON SCREEN: First 250 Callers! \$40 Value FREE

19 7DMC

20 p.o. box 2727

21 Downey, Ca. 90242

22 www.7DMC.com

23 MALE ANNOUNCER: With our special offer, the  
24 first 250 callers will receive an additional 30-day  
25 supply of The Health Man's Super Boost Greens without

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Exhibit A



1 charge.

2 **ON SCREEN: 2 easy payments of:**

3 **\$49.95**

4 **(Check by phone)**

5 **7DMC**

6 **p.o. box 2727**

7 **Downey, Ca. 90242**

8 **www.7DMC.com**

9 **MALE ANNOUNCER:** To order your Seven Day  
10 Miracle Cleanse, just call the toll-free number. The  
11 Seven Day Miracle Cleanse comes with an unconditional 30-  
12 day money back guarantee. Take back your health today.

13 **ON SCREEN: (Scrolling across top of screen)**  
14 **...from colon cancer and his colon weighed 45**  
15 **lbs...Elvis Presley had a blocked colon at the time of**  
16 **his death and his colon weight 45 lbs...These are typical**  
17 **cases of how impacted and constipated a neglected colon**  
18 **can become...**

19 **ON SCREEN: Celeste, 27**

20 **Individual results may vary.**

21 **CELESTE:** During the cleanse and after, I  
22 noticed a remarkable change in my hair, skin and body.  
23 It's like pushing the refresh button.

24 **ON SCREEN: Dr. Fred Busci, 82**

25 **Individual results may vary.**

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Exhibit A

1 DR. FRED BUSCI: All disease commences on a  
2 cellular level, but your bowels is the sewage disposal  
3 system in the human body. So, it's imperative and very,  
4 very important if you want to live a vital and long, long  
5 life that you have to keep the sewage or the elimination  
6 system clean. If you don't, you're going to develop a  
7 lot of sludge on a cellular level.

8 **ON SCREEN: (Scrolling across top of screen)**

9 **...The average American carries around an extra**  
10 **5-25 lbs. in the colon (large intestine)...Most people**  
11 **eliminate and lose 5-25 lbs. while completing the 7 Day**  
12 **Miracle Cleanse...**

13 **ON SCREEN: Joseph, 60**

14 **Individual results may vary.**

15 JOSEPH: I mean, if you ever see like little  
16 babies running around when they're two and three years  
17 old and they have all this energy, that's how you're  
18 going to feel because it's actually revitalizing the  
19 body, you know, getting it back to the way that you were  
20 when you were completely healthy. Once you know it and  
21 do it, you're going to tell your friends because, wow,  
22 that's what it did for me.

23 **ON SCREEN: (Scrolling across top of screen)**

24 **...Parasites are not just a 3rd world**  
25 **problem...A cubic inch of beef contains 1200 parasite**

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Exhibit A

1        **larvae...Parasine 2 is proven to eliminate parasites from**  
2        **the body in just 10 days...**

3                    **THE HEALTH MAN:** Now, I'm ready to help  
4        millions. Not only did these people heal themselves, but  
5        they raised their health and lives to a level that they  
6        did not previously experience. Look, it's not our fault  
7        that we have a very unhealthy society. We were just not  
8        taught the basic secrets to create a perfect, healthy  
9        body.

10                   **Now, you have no more excuses because the Seven**  
11        **Day Miracle Cleanse offers you a complete comprehensive**  
12        **detoxification system and all the necessary products to**  
13        **create a new you, to give you a new lease on life that**  
14        **starts by cleaning out the years of filth, of toxic**  
15        **mucous in your colon.**

16                   **ON SCREEN:** (Scrolling across top of screen)

17                   **...Celebrities spend thousands of dollars on**  
18        **colon cleansing...Colon cleansing is the celebrity secret**  
19        **to fitting into tight Oscar gowns...Join celebrities such**  
20        **as Liv Tyler, Courtney Love, Ben Affleck, Daman Wayans,**  
21        **Andie McDowell, Goldie Hawn, Gisele Bundchen, Janet**  
22        **Jackson, Jennifer Lopez, Demi Moore in detoxifying and**  
23        **cleansing your way to looking younger and losing**  
24        **weight...**

25                   **ON SCREEN:** Karen, 42

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Exhibit A

1                   **Individual results may vary.**

2                   KAREN: Everyone's into going to the vitamin  
3 stores now and, you know, the protein drinks and they're  
4 juicing, but they're really not -- it's not really going  
5 to work for them unless they're cleaning their colon, so  
6 all the nutrients can get into the body where it belongs,  
7 and that made perfect sense to me. So, I thought, I have  
8 to do this.

9                   THE HEALTH MAN: How much do you value your  
10 health? How much would it be worth to prevent  
11 degenerative health problems so you don't find yourself  
12 on the surgeon's table under the knife? Would you pay a  
13 million dollars, a \$100,000, \$10,000?

14                   At this moment, I offer you the opportunity to  
15 take charge of your health.

16                   **ON SCREEN: "These statements have not been**  
17 **evaluated by the Food and Drug Administration and are the**  
18 **opinions of the speaker. This product is not intended to**  
19 **diagnose, treat, cure, or prevent any disease."**

20                   THE HEALTH MAN: Celebrities pay as much as  
21 \$5,000 for this identical program, but your cost is less  
22 than one visit to a doctor at only \$89 plus shipping and  
23 it comes with a money-back guarantee.

24                   **ON SCREEN: (Scrolling across top of screen)**

25                   **...The 7 Day Miracle Cleanse is a professional**

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Exhibit A

1 detoxification program...Detoxification and maintaining  
2 proper pH is a key component to preventing most cancers  
3 and other diseases such as Alzheimer's Disease...Super  
4 Boost Greens is an alkylizer that will help you achieve  
5 proper body pH with continued daily use and is composed  
6 of live enzymes making it a complete live supplement...

7 THE HEALTH MAN: This is one of my favorite  
8 subjects and especially you women will be astonished with  
9 what I'm about to tell you.

10 How many of you have this? Have you tried  
11 thousands of sit-ups and still can't get rid of this?  
12 Remember what I told you earlier. The average person  
13 carries around 10 to 25 pounds of mucous plaque. This is  
14 your colon impacted with years of mucous plaque creating  
15 this bulge, adding constipation on top of it.

16 I've worked with many women and I know how  
17 sensitive you are about this. In fact, I believe it is  
18 the area of your body with which you are the most  
19 unhappy, right? The Seven Day Miracle Cleanse really  
20 works. There is no need to wait for a flat stomach any  
21 longer.

22 I would like you to think about this, if you  
23 looked at yourself in the mirror right now, do you  
24 realize that this is the youngest that you will ever look  
25 again?

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Exhibit A

1                   **ON SCREEN:** (Scrolling across top of screen)

2                   The 7 Day Miracle Cleanse works in JUST 7 days  
3 to clean your colon...This program is NOT a laxative, as  
4 opposed to products that require daily use for extended  
5 periods...

6                   THE HEALTH MAN: But, now, you can defy the  
7 aging process and become younger if you take action and  
8 complete my program. Most people report looking and  
9 feeling 10 to 20 years younger after completing the Seven  
10 Day Miracle Cleanse.

11                   **ON SCREEN:** Karen, 42

12                   Individual results may vary.

13                   KAREN: You hit 40 and it seems like things  
14 start to fall apart and it really energizes you, it makes  
15 you feel like you're 25 again.

16                   **ON SCREEN:** (Scrolling across top of screen)

17                   ...The 7 Day Miracle Cleanse is a triple-action  
18 program including Super Boost Greens, Parasine 2, and  
19 Mucus Eliminator...All products are produced from  
20 certified organic herbs for the highest potency...This  
21 potency can NOT be found in any store or similar  
22 program...You will not be as hungry after the cleanse  
23 because your body will be more efficient at absorbing  
24 nutrients...this is why you keep the weight OFF, as  
25 opposed to dieting. Order now and take charge of your

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Exhibit A

1       **health. Rush shipping available!**

2                   THE HEALTH MAN: How many of you women suffer  
3 every month with bloating, cramps and other symptoms of  
4 PMS? Women who have completed just one seven-day program  
5 and add fresh vegetable juices to their diet state that  
6 PMS is a thing of the past. Isn't this something that  
7 you could really get excited about or do you like feeling  
8 terrible every month?

9                   Look, I can't do it for you, but at this  
10 moment, I am giving you the opportunity to do it for  
11 yourself. Anybody can complete this program. All you  
12 have to do is order the Seven Day Miracle Cleanse Program  
13 right now and get started. I promise you that all of  
14 your friends and family will be telling you how wonderful  
15 you look after completing the program.

16                   The key to losing weight is in balancing the  
17 thyroid gland in your body because it controls the  
18 production of fat cells. Men and women spend billions of  
19 dollars each year for a hope or a diet that will cure all  
20 their problems in achieving their ideal body weight.  
21 There is no better system than the Seven Day Miracle  
22 Cleanse for losing weight faster, healthier and more  
23 naturally without harmful chemicals or side effects.  
24 The average person will lose 10 to 25 pounds or more in  
25 just seven days.

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Exhibit A

1                   **ON SCREEN: Lost 9 lbs. In 2 weeks!**

2                   **Individual results may vary.**

3                   PROFESSOR RON BEADLE: I think I lost nine and  
4 a half pounds within a two-week period. That's pretty  
5 good.

6                   **ON SCREEN: Individual results will vary.**

7                   PAULINE: I lost more than 19 pounds.

8                   **ON SCREEN: Lost 13 lbs.!**

9                   **Individual results will vary.**

10                  JOSEPH: I'm here to say that this program is  
11 for everyone. It's for me, it's for you. I, myself,  
12 lost 13 pounds in a few short weeks doing the Seven Day  
13 Miracle Cleanse.

14                  **ON SCREEN: Individual results may vary.**

15                  DR. ELAINE DAVIS: Since I've tried the  
16 Cleanse, I have lost over 40 pounds.

17                  **ON SCREEN: (Scrolling across top of screen)**

18                  **The average colon should weigh 4 lbs... John**  
19 **"Duke" Wayne died from colon cancer and his colon weighed**  
20 **45 lbs...Elvis Presley had a blocked colon at the time of**  
21 **his death and his colon weight 45 lbs...These are typical**  
22 **cases of how impacted and constipated a neglected colon**  
23 **can become...**

24                  THE HEALTH MAN: Most symptoms are connected to  
25 our colon and your body has an amazing healing ability

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Exhibit A



1           once you remove the toxic mucous plaque from it. You can  
2           achieve a level of superior health in a very short period  
3           of time by giving your body this opportunity.

4                     The human body is a simple organism and the  
5           only thing that makes it complicated are the devitalized  
6           foods you have eaten in your lifetime without eliminating  
7           their toxic residues.

8                     **ON SCREEN: (Scrolling across top of screen)**

9                     **...The average American carries around an extra**  
10           **5-25 lbs. in the colon (large intestine)...Most people**  
11           **eliminate and lose 5-25 lbs. while completing the 7 Day**  
12           **Miracle Cleanse...**

13                    THE HEALTH MAN: The Seven Day Miracle Cleanse  
14           will undoubtedly get you on the road to taking back your  
15           health. No one has ever made the cleansing process  
16           available to the public until now.

17                    No wonder it is the best investment for your  
18           body's health and wellness. Take back your health today  
19           and, remember, you are what you eat, but more  
20           importantly, what you do not eliminate.

21                    Thank you for joining me today on location in  
22           beautiful Hawaii. I'm the Health Man.

23                    **ON SCREEN: 2 easy payments of:**

24                    **\$49.95**

25                    **(Check by phone)**

                          For The Record, Inc.  
                          (301) 870-8025 - [www.ftrinc.net](http://www.ftrinc.net) - (800) 921-5555

Exhibit A

1                   **7DMC**  
2                   **p.o. box 2727**  
3                   **Downey, Ca. 90242**  
4                   **www.7DMC.com**

5                   MALE ANNOUNCER: Don't wait. Take back your  
6 health today. The Seven Day Miracle Cleanse is a  
7 professional cleansing program that guarantees long-  
8 lasting results. This package includes Parasine 2, the  
9 Herbal Mucous Eliminator, and as a special bonus, The  
10 Health Man's own Super Boost Greens. All the products  
11 are made from only the finest organic herbs, plus you'll  
12 receive the Seven Day Miracle Cleanse Handbook to guide  
13 you through the program with helpful tips and an  
14 extensive selection of delicious gourmet recipes.

15                   **ON SCREEN: First 250 Callers! \$40 Value FREE**  
16                   **7DMC**  
17                   **p.o. box 2727**  
18                   **Downey, Ca. 90242**  
19                   **www.7DMC.com**

20                   MALE ANNOUNCER: With our special offer, the  
21 first 250 callers will receive an additional 30-day  
22 supply of The Health Man's own Super Boost Greens without  
23 charge.

24                   **ON SCREEN: 2 easy payments of:**  
25                   **\$49.95**

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Exhibit A

1 (Check by phone)

2 7DMC

3 p.o. box 2727

4 Downey, Ca. 90242

5 www.7DMC.com

6 MALE ANNOUNCER: The Seven Day Miracle Cleanse  
7 comes with an unconditional 30-day money back guarantee.  
8 Take back your health today.

9 ON SCREEN: 7DMC.COM

10 ON SCREEN: "These statements have not been  
11 evaluated by the Food and Drug Administration and are the  
12 opinions of the speaker. This product is not intended to  
13 diagnose, treat, cure, or prevent any disease."

14 This is a product of 7 Day Marketing, Inc.

15 ON SCREEN: The preceding has been a paid  
16 advertisement and is the opinion of Seven Day Miracle  
17 Cleanse.

18 MALE ANNOUNCER: The preceding is a paid  
19 advertisement and is the opinion of Seven Day Miracle  
20 Cleanse.

21 ON SCREEN: Video by cosmoproductions

22 cosmopro.net

23 (The infomercial was concluded.)

24 (The DVD was concluded.)

25

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Exhibit A

1                    C E R T I F I C A T I O N   O F   T Y P I S T  
23                    MATTER NUMBER: 06232344                    CASE TITLE: SEVEN DAY MARKETING, INC.5                    TAPING DATE: DATE UNKNOWN6                    TRANSCRIPTION DATE: APRIL 30, 2007  
78                    I HEREBY CERTIFY that the transcript contained  
9                    herein is a full and accurate transcript of the tapes  
10                    transcribed by me on the above cause before the FEDERAL  
11                    TRADE COMMISSION to the best of my knowledge and belief.  
12

13                    DATED:   APRIL 30, 2007

14                      
1516                    ELIZABETH M. FARRELL  
1718                    C E R T I F I C A T I O N   O F   P R O O F R E A D E R  
1920                    I HEREBY CERTIFY that I proofread the transcript for  
21                    accuracy in spelling, hyphenation, punctuation and  
22                    format.  
2324                      
25

WANDA J. RAVER

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FEDERAL TRADE COMMISSION

I N D E X

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DVD PRESENTATION:

PAGE :

7 Day Miracle Cleanse

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FEDERAL TRADE COMMISSION

In the Matter of: )  
Seven Day Marketing, Inc. ) Matter No. 0623234  
)  
-----)

April 7, 2005

The following transcript was produced from a  
DVD provided to For The Record, Inc. on April 12, 2007.

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## P R O C E E D I N G S

- - - - -

## DVD PRESENTATION -- 7 DAY MIRACLE CLEANSE

ON SCREEN: P.M.T. W 14 4/07/05

title: 7 DAY MIRACLE CLEANSE

length: 28:30

phone #

ON SCREEN: The following program is a paid advertisement and is the opinion of the Seven Day Miracle Cleanse.

MALE ANNOUNCER: The following is a paid advertisement and is the opinion of the Seven Day Miracle Cleanse.

ON SCREEN: 7DMC.com

THE HEALTH MAN

production by

cosmopro.net

FEMALE ANNOUNCER: The Health Man, in many circles, is considered to be one of the healthiest people on the planet.

ON SCREEN: 7DMC

SEVEN DAY MIRACLE CLEANSE

FEMALE ANNOUNCER: He is going to share with you the secrets of how you, too, can heal yourself of just about any health problem and how you can build a

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Exhibit B



1 pain-free body. He is a man who was diagnosed with  
2 breast cancer and skin cancer 12 years ago. Not only did  
3 he heal himself within four months, but something amazing  
4 occurred in the process. He became perfectly healthy.

5 **ON SCREEN: THE HEALTH MAN**

6 FEMALE ANNOUNCER: Now, here is the founder of  
7 the Seven Day Miracle Cleanse, the Health Man.

8 **ON SCREEN: (Scrolls at bottom of screen**  
9 **throughout the entire infomercial)**

10 If we want to be free of all the self-created  
11 pain, we must cleanse and purify every aspect of our  
12 bodies and minds. A Yale University study revealed that  
13 vegetarians have nearly twice the stamina as meat eaters.  
14 The Journal of the American Medical Association reported  
15 that a vegetarian diet can prevent 90-97% of all heart  
16 diseases. The number one cause of death in the United  
17 States is heart disease. Studies reveal 59% less cancer  
18 among people who eat small amounts of meat compared to  
19 average meat eaters. Although meat needs to pass through  
20 the digestive tract quickly, it takes four times longer  
21 than grains or vegetables.

22 The American National Institute of Health, in a  
23 study of 50,000 vegetarians, found that they live longer,  
24 have far less heart disease and a much lower cancer rate  
25 compared to meat eaters. World starvation is well

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Exhibit B

1 connected to meat-eating habits. If Americans stopped  
2 feeding grain to cattle, the excess grain could feed 500  
3 million people.

4 [www.7dmc.com](http://www.7dmc.com)

5 THE HEALTH MAN: Are you sick and tired of  
6 being sick and tired? Are you one of millions who suffer  
7 from the common ailments such as constipation, irritable  
8 bowel syndrome, fatigue, Alzheimer's and other diseases?  
9 Have you been struggling year in and year out with your  
10 health problems? Then why should you suffer any more?

11 I have the solution for you. Imagine being in  
12 control of your health. You can look and feel 10 to 20  
13 years younger than your age, have perfect cholesterol,  
14 perfect body weight and consistent bowel eliminations, a  
15 body immune to all sickness. These are the  
16 characteristics of perfect health.

17 In the next half hour, I guarantee each and  
18 every one of you that you will be amazed as I show you  
19 the most innovative health rejuvenation system in the  
20 world, which has never been available to the public until  
21 now.

22 Thank you for joining me today from beautiful  
23 Hawaii. I'm the Health Man. I must first say it is a  
24 pleasure to have this incredible opportunity to share  
25 this profound knowledge with each and every one of you.

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Exhibit B

1           What I'm about to tell you about your own personal health  
2           may be equally alarming and amazing.

3                       I would first like to address what I feel is  
4           the missing link in our society when it comes to our own  
5           health, as we are the unhealthiest nation in the world.  
6           It is a fact that you were born perfect and somewhere  
7           along the way you've become imperfect. The right  
8           knowledge has not been available to you, the public. If  
9           this were not true, then why has the United States become  
10          the most diseased nation in the world?

11                      According to the respected publication, the  
12          Merck Manual, colon health has degenerated quickly. For  
13          example, the major colon disease, diverticulosis  
14          increased from 10 percent of adults over the age of 45 in  
15          1950 to 50 percent by 1987.

16                      **ON SCREEN: (Scrolls at bottom of screen**  
17          **throughout the entire infomercial)**

18                      **-- that could be used to grow food instead of**  
19          **being used for grazing cattle. Only raw foods have life**  
20          **force and enzymes, and they are more important to our**  
21          **health than taking vitamins, minerals and amino acids.**  
22          **Drugs have no life force --**

23                      THE HEALTH MAN: The most recent edition  
24          declares that virtually every American adult will have  
25          diverticulosis in the large intestines at some point in

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Exhibit B

1 their life. This can be prevented.

2 I feel, and you probably do as well, that we  
3 have become so frightened and fearful when it comes to  
4 our own health. How many of you take prescription drugs  
5 or visit a doctor year in and year out?

6 **ON SCREEN: Dr. Fred Bisci M.D.**

7 **Age 82**

8 DR. FRED BISCI: I think all the people that  
9 have dealt with seriously sick people, people that have  
10 not been able to do it just by changing their diet, and  
11 there's a lot of people like that that I see. They have  
12 to go through this process of cleaning out their bowels.  
13 So, it's imperative and very, very important if you want  
14 to live a (inaudible) and long, long life that you have  
15 to keep the sewage or the elimination system clean.

16 There's a lot of bowel cleansers out there,  
17 I've probably tried them all. I recently tried the Seven  
18 Day Miracle Cleanse. I tried it on myself. I definitely  
19 did see an improvement in how I feel. So, I know it is a  
20 superior product and I certainly would recommend it for  
21 anybody and I'm definitely going to start recommending it  
22 to my patients or my clients, the people in my practice.

23 **ON SCREEN: (Scrolls at bottom of screen**  
24 **through the entire infomercial)**

25 **Drugs have no life force, no nutrition, and no**

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Exhibit B

1 enzymes, but herbs have them all. The regular use of an  
2 excellent antioxidant formula can protect and maintain  
3 your body in optimal health. An exact pH is necessary  
4 for blood purity, enzyme activity, and full immune  
5 potential. More than 90% of the American population has  
6 lost the proper pH balance. Disease is a natural result  
7 obtained from an unnatural lifestyle. The advanced  
8 stages of bowel diseases such as diverticulosis --

9 [www.7dmc.com](http://www.7dmc.com)

10 THE HEALTH MAN: Every time you have a symptom  
11 of illness, you run to the medicine cabinet or to the  
12 doctor's office, don't you? Understand that we have been  
13 conditioned to this for generations and simply do not  
14 even question it. But do you ever really find out the  
15 real causes of your health problems? Does your doctor  
16 ever really educate you on the simple and inexpensive  
17 healing modalities available to you? Of course not. It  
18 is not in their best interests or part of the medical  
19 practice to do so. In fact, the average medical doctor  
20 has only 2.5 hours of nutritional training during their  
21 years in medical school.

22 I feel doctors automatically prescribe  
23 pharmaceutical drugs and remove body parts that we need.

24 When we buy a pill and buy peace with it, you  
25 get conditioned to cheap solutions instead of deep ones.

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Exhibit B

1 In my opinion, the medical industry's approach is  
2 unorthodox because it does not identify the original  
3 cause of sickness and disease, but simply treats the  
4 symptoms of them, don't they?

5 **ON SCREEN: (Scrolls at bottom of screen**  
6 **throughout the entire infomercial)**

7 **-- inflammatory bowel disease, dysplasia, bowel**  
8 **cancer, and others, are associated with contaminated --**

9 **ON SCREEN: Karen, 42**

10 KAREN: I am not into going, you know, to the  
11 medical doctors and having them cut your problem out.  
12 You know, let's just do the incision and take out this  
13 organ because you're having problems with it.

14 **ON SCREEN: The seven day miracle cleanse is**  
15 **not intended to treat, cure or diagnose any disease**

16 KAREN: That doesn't really hit on where that  
17 problem came from. It's just -- it's not really going to  
18 heal you, they're just, you know, doing -- that's the way  
19 Western medicine is.

20 I believe it can help anybody. You're actually  
21 cleaning your body so it can work again.

22 **ON SCREEN: (Scrolls at bottom of screen**  
23 **throughout the entire infomercial)**

24 **-- and others, are associated with contaminated**  
25 **mucous plaque. No one can be healthy without a strong,**

1 clean liver. A toxic liver results from a toxic bowel,  
2 and leads to disease. 50,000 Americans die each year  
3 from colon cancer. Cleanse your colon for optimal  
4 health.

5 (Animation of colon -- ideal colon)

6 One third of the American people now have  
7 candida, which can weaken the whole body, especially the  
8 immune system. More than 55 million American children  
9 are infected with worms. Parasites protect themselves  
10 from most de-worming measures by burying themselves  
11 inside or underneath the impacted mucous layers.  
12 Parasites may be microscopic in size or as long as 30  
13 feet (or longer) --

14 (Animation of colon -- average colon)

15 (Pictures of mucous plaque)

16 THE HEALTH MAN: A cancerous tumor, which is a  
17 symptom, is routinely removed by surgery. This is  
18 usually followed by painful radiation treatment and  
19 debilitating chemotherapy. But why doesn't the treatment  
20 attack the cause? Interesting, isn't it? No wonder  
21 cancer comes back with such a vengeance. Healing can  
22 only begin when we attack the cause of disease.

23 This is a diagram of the human digestive tract.  
24 The colon is highlighted and is considered the sewer of  
25 the human body. Now, this should surprise many of you.

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Exhibit B

1 Did you know that your digestive tract is responsible for  
2 about 90 percent of your overall health? Yes, 90  
3 percent. Did you know that your entire body is fed by  
4 your small and large intestines?

5 First, the colon feeds your blood, then the  
6 blood cells feed all of the cells in your body including  
7 your brain cells. You're probably asking yourself, why  
8 should this mean something to me, right? I say this  
9 because the National Health Federation has estimated that  
10 over 97 percent of the population is living in a state of  
11 constipation and has developed what is called mucous  
12 plaque in the small and large intestines. Mucous plaque  
13 creates a daily self-poisoning effect on your entire body  
14 called toxemia. This mucous plaque insists inside of  
15 almost every American and lines the internal wall of your  
16 colon.

17 **ON SCREEN: Send check or money order to:**

18 **7dmc**

19 **635 E. First St. #327**

20 **Tustin, CA 92780**

21 **www.7dmc.com**

22 **\$125.00**

23 **Now Only!**

24 **\$89.00 + s&h**

25 **(check by phone)**

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Exhibit B



1           MALE ANNOUNCER: You will receive the Seven Day  
2 Miracle Cleanse Handbook containing easy-to-follow, step-  
3 by-step instructions for completing the program. You'll  
4 also get the Parasine 2, the most effective parasite  
5 eliminator available. Next, the Herbal Mucous Eliminator  
6 which is the catalyst for mucous plaque removal. It is  
7 made from the finest certified organic herbs.

8           Act now and receive a one-month supply of our  
9 Super Boost Greens, which are recommended for daily use.

10           This package normally retails for \$125, but if  
11 you order now it's yours for only \$89. Operators are  
12 standing by. Just call the 800 number on the screen or  
13 send check or money order to the address shown. Take  
14 back your health today with the Seven Day Miracle  
15 Cleanse.

16           **ON SCREEN: (Scrolls at bottom of screen**  
17 **throughout the entire infomercial)**

18           **Once parasites are in the body, the only way to**  
19 **get them out is to get rid of their environment of filth,**  
20 **for that is where they live and that is their food -**  
21 **filth. 7DMC Order Now! www.7DMC.com only \$89.00 7DMC**  
22 **We must feed the friendly bacteria. Cooked and processed**  
23 **foods feed the harmful bacteria.**

24           **The seven day miracle cleanse is not intended**  
25 **to treat, cure or diagnose any disease.**

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1                   **Undigested foods also feed pathogenic bacteria.**  
2                   **Cow's milk was designed for calves.**

3                   THE HEALTH MAN: The colon's primary function  
4                   is to extract nutrients from your bowels, in other words,  
5                   from the foods you eat. It has also been estimated that  
6                   over 97 percent of the population absorbs less than 10  
7                   percent of the nutrients from the foods we eat. Thus, it  
8                   is no wonder that 60 percent of the population is obese.  
9                   Even worse, 97 percent of us die prematurely from a  
10                  diseased colon and from malnutrition.

11                  We have the ability to live twice as long as we  
12                  are living today, but we need the knowledge on how to do  
13                  this. The colon is one of the primary indicators as to  
14                  how long we will live.

15                  **ON SCREEN: Joseph, 60**

16                  JOSEPH: Listen, the energy that you get,  
17                  you're going to feel -- you're going to feel like  
18                  Superman.

19                  **ON SCREEN: Pauline, 70**

20                  PAULINE: I started feeling better just within  
21                  a couple days.

22                  **ON SCREEN: Joanie, 72**

23                  JOANIE: My energy went through the roof, just  
24                  -- just -- I think three or four days I was into the  
25                  program and it just, hew.

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Exhibit B

1                   **ON SCREEN: (Scrolls at bottom of screen**  
2 **throughout the entire infomercial)**

3                   **At least 50% of the American people tested for**  
4 **allergies reacted to dairy products. People who use the**  
5 **7 Day Miracle Cleanse have found mucous plaque being**  
6 **eliminated from their bodies and most of them have**  
7 **improved their health, increased their energy, and**  
8 **eliminated a large spectrum of --**

9                   **www.7dmc.com**

10                  **THE HEALTH MAN: How does your body develop**  
11 **this mucous plaque? It all begins at about the age of**  
12 **six. Every time we eat foods not composed of fresh**  
13 **fruits and vegetables and their juices, raw nuts or**  
14 **seeds, a microscopic residue lines the digestive tract.**  
15 **This is especially true when we consume pasteurized milk**  
16 **products, including milk, and starches such as breads and**  
17 **sugar products and alcohol and soft drinks and coffee and**  
18 **the list goes on. These products are absolutely**  
19 **indigestible foods.**

20                  **ON SCREEN: (Scrolls at bottom of screen**  
21 **throughout the entire infomercial)**

22                  **-- want to be free of all the self-created**  
23 **pain, we must cleanse and purify every aspect of our**  
24 **bodies and minds. A Yale University study revealed that**  
25 **vegetarians have nearly twice the stamina as meat eaters.**

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Exhibit B

1                   ON SCREEN: Pictures of colon

2                   Colon Wall           Mucous plaque

3                   ON SCREEN: (Scrolls at bottom of screen  
4 throughout the entire infomercial)

5                   The Journal of the American Medical Association  
6 reported that a vegetarian diet can prevent 90-97% of all  
7 heart diseases. The number one cause of death in the  
8 United States is heart disease. Studies reveal 59% less  
9 cancer among people who eat small amounts of meat  
10 compared to average meat eaters. Although meat needs to  
11 pass through the digestive tract quickly, it takes four  
12 times longer than grains or vegetables.

13                   The American National Institute of Health, in a  
14 study of 50,000 vegetarians, found that they live longer,  
15 have far less heart disease and a much lower cancer rate  
16 compared to meat eaters. World starvation is well  
17 connected to meat-eating habits.

18                   (Picture of colon -- ideal colon)

19                   (Picture of colon -- average colon)

20                   THE HEALTH MAN: Over a period of 10, 20, 30  
21 years or more, these residues accumulate to develop  
22 mucous plaque a quarter inch to two inches thick around  
23 the entire circumference of the inner colon.

24                   Take a good look at the inside of this pipe.  
25 See the residues that have developed on the inside of it?

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Exhibit B

1 This pipe is nearly blocked making it almost impossible  
2 for anything to pass through it. This is very similar to  
3 the average colon. We have taken it for granted that  
4 what we put into our mouth is going to come out of the  
5 other end of our digestive tract, you know, the part that  
6 nobody wants to talk about, your rectum.

7 I find that most people don't like to talk  
8 about this part of the body because most feel embarrassed  
9 as most are either living in a state of perpetual  
10 constipation or have other bowel dysfunctions.

11 Are you one of millions who take laxatives? I  
12 was one of those people once. We have just not been  
13 taught how to cleanse or to maintain cleanliness,  
14 especially in our colon, which is connected to our  
15 rectum. Why is it that we clean every other orifice  
16 except the filthiest? The colon is analogous to a sewer  
17 in your body and needs to be maintained just like every  
18 other orifice in your body.

19 Take a moment to think about this. What if you  
20 neglected any of your other body openings? For example,  
21 imagine not brushing your teeth or cleaning your ears for  
22 10 years or more. It would be foul to say the least,  
23 right?

24 Now, imagine the condition of your colon. It  
25 is time that everyone gain awareness of the overlooked

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**Exhibit B**

1 colon and the necessity of having a clean colon because  
2 your health depends on it.

3 This is how a perfect colon should look.  
4 Contrast this with how the average American colon looks.  
5 See how distorted the appearance of the neglected colon  
6 is?

7 ON SCREEN: (Scrolls at bottom of screen  
8 throughout the entire infomercial)

9 If Americans stopped feeding grain to cattle,  
10 the excess grain could feed 500 million people, not to  
11 mention the land that could be used to grow food instead  
12 of being used for grazing cattle. Only raw foods have  
13 life force and enzymes, and they are more important to  
14 our health than taking vitamins, minerals and amino  
15 acids. Drugs have no life force, no nutrition, and no  
16 enzymes, but herbs have them all. The regular use of an  
17 excellent antioxidant formula can protect and maintain  
18 your body in optimal health. An exact pH is necessary  
19 for blood purity, enzyme activity, and full immune  
20 potential. More than 90% of the American population has  
21 lost the proper pH balance. Disease is a natural result  
22 obtained from an unnatural life --

23 [www.7dmc.com](http://www.7dmc.com)

24 THE HEALTH MAN: Every American has colon  
25 disease or colon degeneration. Statistics show that

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1 colon cancer kills 400 percent more people than AIDS,  
2 even more than breast cancer and prostate cancer.

3 The good news is you don't have to live  
4 embarrassed any more. The Seven Day Miracle Cleanse  
5 Program is a professional, internal cleansing system and  
6 has eliminated all types of constipation, as well as  
7 other bowel dysfunctions, such as irritable bowel  
8 syndrome. It is the best cleansing system available and  
9 cannot be found in any store.

10 Another danger of mucous plaque is that it  
11 houses toxins, such as heavy metals, which are major  
12 contributors to Alzheimer's Disease. It also houses  
13 parasites, fungi, worms and harmful bacteria, each of  
14 which can weaken your immune system. The elimination of  
15 this filth is one of the key components in achieving  
16 perfect health and in building a pain-free body for both  
17 young and old.

18 I challenge any person, any organization to  
19 prove me wrong. What I am talking about is real. It is  
20 never too late to benefit from the Seven Day Miracle  
21 Cleanse Program, a rejuvenation system.

22 Noble Prize winner Alex Corelle (phonetic)  
23 stated that if the cell is cleansed and nourished  
24 properly, it could live indefinitely. Just think of the  
25 possibilities.

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1                   ON SCREEN: (Scrolls at bottom of screen  
2 throughout the entire infomercial)

3                   -- inflammatory bowel disease, dysplasia, bowel  
4 cancer, and others, are associated with contaminated  
5 mucous plaque. No one can be healthy without a strong,  
6 clean liver. A toxic liver --

7                   THE HEALTH MAN: It is now time for us to  
8 realize our potential in this life and stop taking it for  
9 granted.

10                  When are you going to get passionate about your  
11 health? You now have the opportunity to really do  
12 something about it.

13                  I would like to take a moment to pay tribute to  
14 one of the greatest pioneers of nutrition and internal  
15 cleansing, Dr. Norman Walker, a man who lived to a  
16 healthy 118 years.

17                  ON SCREEN: (Scrolls at bottom of screen  
18 throughout the entire infomercial)

19                  A toxic liver results from a toxic bowel, and  
20 leads to disease. 50,000 Americans die each year from  
21 colon cancer. Cleanse your colon for optimal health.  
22 One third of the American people now have candida, which  
23 can weaken the whole body, especially the immune system.  
24 More than 55 million American children are infected with  
25 worms. Parasites protect themselves from most de-worming

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1       measures by burying themselves inside or underneath the  
2       impacted mucous layers. Parasites may be microscopic in  
3       size or as long as 30 feet (or longer). Parasite disease  
4       symptoms mimic many other diseases, thereby avoiding easy  
5       diagnosis. Once parasites are in the body, the only --

6               THE HEALTH MAN: This was a man who began his  
7       crusade at the age of 40. At the age of 100, he had  
8       stated many times he had felt stronger and had more  
9       vitality than when he was 30. Can you imagine the  
10      possibilities?

11             He had constantly talked about the need to  
12      maintain a clean colon and to drink plenty of fresh  
13      vegetable juices. He was living proof of the potential  
14      of each and every one of us in this lifetime.

15             How easy is it to eliminate constipation? I  
16      know that if you complete just one Seven Day Miracle  
17      Cleanse Program, you will have regular, healthy bowel  
18      eliminations just as you did when you were a child.  
19      Fecal waste products should stay in your system no longer  
20      than 24 hours, although six to eight hours is ideal. The  
21      average time is 72 to 96 hours, which gives fecal matter  
22      enough time to putrefy and build up toxins that can  
23      affect every part of your body, especially the immune  
24      system.

25             Can you imagine eliminating constipation in

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1 just seven days of your life? How long have you been  
2 suffering? Isn't it time for you to do something about  
3 it?

4 **ON SCREEN: Send check or money order to:**

5 **7dmc**

6 **635 E. First St. #327**

7 **Tustin, CA 92780**

8 **www.7dmc.com**

9 **\$125.00**

10 **Now Only!**

11 **\$89.00 + s&h**

12 **(check by phone)**

13 **MALE ANNOUNCER:** First, you will receive the  
14 Seven Day Miracle Cleanse handbook containing easy-to-  
15 follow, step-by-step instructions for completing the  
16 program. You'll also get the Parasine 2, the most  
17 effective parasite eliminator available. Next, the  
18 Herbal Mucous Eliminator which is the catalyst for mucous  
19 plaque removal. It is made from the finest certified  
20 organic herbs.

21 Act now and receive a one-month supply of our  
22 Super Boost Greens, which are recommended for daily use.

23 This package normally retails for \$125, but if  
24 you order now it's yours for only \$89. Operators are  
25 standing by. Just call the 800 number on the screen or

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1 send check or money order to the address shown. Take  
2 back your health today with the Seven Day Miracle  
3 Cleanse.

4 **ON SCREEN: The following program is a paid**  
5 **advertisement and is the opinion of the Seven Day Miracle**  
6 **Cleanse.**

7 **Production by**  
8 **cosmopro.net.**

9 MALE ANNOUNCER: Always consult a physician  
10 before starting any diet or exercise program.

11 **ON SCREEN: (Scrolls at bottom of screen**  
12 **throughout the entire infomercial)**

13 **If we want to be free of all the self-created**  
14 **pain, we must cleanse and purify every aspect of our**  
15 **bodies and minds. A Yale University study revealed that**  
16 **vegetarians have nearly twice the stamina as meat eaters.**  
17 **The Journal of the American Medical Association reported**  
18 **that a vegetarian diet can prevent 90-97% of all heart**  
19 **diseases. The --**

20 **[www.7dmc.com](http://www.7dmc.com)**

21 THE HEALTH MAN: I feel the medical industry  
22 has done a superior job of making us feel inferior about  
23 taking care of our own health. Also, they have  
24 intentionally made us believe that our own health is too  
25 complicated to figure out for ourselves and that we need

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1 to depend upon them to do our thinking for us. Visiting  
2 a doctor is nothing more than experiencing intellectual  
3 degradation. Just like mindless robots, we go to a  
4 doctor every time we get sick looking for sympathy or for  
5 a quick fix in the form of an unnecessary drug. We have  
6 blindly bought into credentials rather than using our own  
7 faith and God-given common sense.

8 As Voltaire stated, a physician is one who  
9 pours drugs of which he knows little into a body of which  
10 he knows less.

11 **ON SCREEN: (Scrolls at bottom of screen**  
12 **throughout the entire infomercial)**

13 **-- United States is heart disease. Studies**  
14 **reveal 59% less cancer among people who eat small amounts**  
15 **of meat compared --**

16 THE HEALTH MAN: It is a fact that over 160,000  
17 people die each year after taking prescription medical  
18 drugs.

19 **ON SCREEN: Karen, 42**

20 KAREN: This is such a better alternative than  
21 going and being medicated, you know, with medicine that  
22 has side effects and, you know, the TV commercials, my  
23 kids laugh at them. Oh, yeah, Mom, right, you know,  
24 liver damage, kidney damage, heart attack, sure, we want  
25 to -- you know, we want to take that. And that's true.

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1                   People -- anybody -- if my kids notice it,  
2                   everybody's going to know. Why would I take that  
3                   medication? You know? There's got to be a better way.  
4                   Let's get back to nature.

5                   **ON SCREEN: (Scrolls at bottom of screen**  
6                   **throughout the entire infomercial)**

7                   -- to meat eaters. World starvation is well  
8                   connected to meat-eating habits. If Americans stopped  
9                   feeding grain to cattle, the excess grain could feed 500  
10                  million people, not to mention the land that could be  
11                  used to grow food instead of being used for grazing  
12                  cattle. Only raw foods have life force and enzymes, and  
13                  they are more important to our health than taking  
14                  vitamins, minerals and amino acids. Drugs have no life  
15                  force, no nutrition, and no enzymes, but herbs have them  
16                  all. The regular use of an excellent antioxidant formula  
17                  can protect and maintain your body in optimal health.

18                  THE HEALTH MAN: Are you intelligent people?  
19                  Of course you are. I'm here to tell you that the only  
20                  person that can heal you is you. You create your health  
21                  problems, you can uncreate them.

22                  So, what's missing? All you need is the right  
23                  knowledge on how to eliminate the filth, this mucous  
24                  plaque, this blockage from your colon? And, more  
25                  importantly, to maintain a clean environment for the

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1 prevention of sickness and disease in your body. Is  
2 changing your diet the solution? The best diet isn't any  
3 better than the worst if you don't remove the old mucous  
4 plaque first.

5 Remember what I said earlier. Consumers in  
6 America absorb less than 10 percent of the nutrients from  
7 the foods they eat. If you are serious about improving  
8 your well-being, then the elimination of mucous plaque is  
9 the key to success.

10 **ON SCREEN: The seven day miracle cleanse is**  
11 **not intended to treat, cure or diagnose any disease**

12 THE HEALTH MAN: Eleven years ago, I was  
13 diagnosed with skin cancer and breast cancer, although I  
14 was in perfect physical health. I had been living with  
15 open sores on my body that would never scab or heal.

16 **ON SCREEN: (Scrolls at bottom of screen**  
17 **throughout the entire infomercial)**

18 An exact pH is necessary for blood purity,  
19 enzyme activity, and full immune potential. More than  
20 90% of the American population has lost the proper pH  
21 balance. Disease is a natural result obtained from an  
22 unnatural lifestyle. The advanced stages of bowel  
23 diseases, such as diverticulosis, polyps, atropic --

24 [www.7dmc.com](http://www.7dmc.com)

25 THE HEALTH MAN: Then a lump developed in the

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1 right pectoral area of my chest. It grew to the size of  
2 a golf ball. Within nine months, the pain grew to be so  
3 unbearable that it consumed my every thought and I could  
4 not take the pain any more. I was in serious denial to  
5 think that anything could be wrong with me. After all, I  
6 was in perfect physical shape.

7 So, I went to a doctor and after many, many  
8 tests, it was not only determined that I had breast  
9 cancer, but I had skin cancer as well. I will never  
10 forget how much I was gripped with fear at that moment.  
11 I was dripping with sweat, my heart was pounding so hard  
12 I thought it was going to burst through my chest. I felt  
13 like the walls were closing in on me.

14 **ON SCREEN: I felt like the walls were closing**  
15 **on me**

16 **ON SCREEN: (Scrolls at bottom of screen**  
17 **throughout the entire infomercial)**

18 -- bowel disease, dysplasia, bowel cancer, and  
19 others, are associated with contaminated mucous plaque.  
20 No one can be healthy without a strong, clean liver. A  
21 toxic liver results from a toxic bowel, and leads to  
22 disease. 50,000 Americans die each year from colon  
23 cancer. Cleanse your colon for optimal health. One  
24 third of the American people now have candida, which can  
25 weaken the whole body, especially the immune system.

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1 More than 55 million American children with worms.  
2 Parasites protect themselves from most de-worming  
3 measures by burying themselves inside or underneath the  
4 impacted mucous layers. Parasites may be microscopic in  
5 size or as long as 30 feet (or longer).

6 Parasite disease symptoms mimic many other  
7 diseases, thereby avoiding easy diagnosis. Once  
8 parasites are in the body, the only way to get them out  
9 is to get rid of their environment of filth, for that is  
10 where they live and that is their --

11 [www.7dmc.com](http://www.7dmc.com)

12 THE HEALTH MAN: And then the doctor said that  
13 he wanted to schedule me for surgery, chemotherapy and  
14 radiation. There was no way I was going to have any of  
15 this done to me because I watched my grandmother die  
16 within three weeks after the same treatment. I knew that  
17 I was going to have a different fate. So, I rushed out  
18 of the doctor's office. My faith was extremely strong,  
19 but I knew that I didn't have much time and that I needed  
20 to find a healing solution fast.

21 I was smart enough to know that surgery would  
22 only remove the symptom of my illness, but not the cause.  
23 I was only interested in the cause of my disease. I  
24 remarkably found a simple and easy bowel cleansing  
25 program within one day. Faith really works when you are

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1 connected to the source of God.

2 I didn't know anything about this program, so I  
3 was very skeptical. Btu I was told that many people had  
4 healed themselves of just about every health infliction  
5 conceivable. I started my first Seven Day detoxification  
6 program and I will never forget what happened on the  
7 fourth day. The pain in my tumor had vanished. I was  
8 also experiencing an overwhelming feeling of peace and  
9 tranquility. I knew that I had tapped into the source of  
10 healing.

11 Within seven days on my first program, the  
12 improbable happened. My skin cancer sores had scabbed  
13 over. Within 14 days, they had healed completely. I  
14 repeated this program every three weeks until my tumor  
15 had completely disintegrated. And this process took only  
16 four months.

17 I had also realized through the visual  
18 experience of examining the mucous plaque that poured out  
19 of my bod during the cleansing process that this material  
20 is very, very toxic and poisonous. In my opinion, it is  
21 the true source of sickness and disease. This lifetime  
22 of residues, this mucous plaque was poisoning my  
23 bloodstream, my cells, my entire body every day until my  
24 tolerance was so depleted that it left my body vulnerable  
25 to disease. This is typical of every American and this

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1 means you.

2 ON SCREEN: (Scrolls at bottom of screen  
3 throughout the entire infomercial)

4 -- also feed pathogenic bacteria. Cow's milk  
5 was designed for calves. Human milk was designed and  
6 made for human babies. At least 50% of the American  
7 people tested for allergies reacted to dairy products.  
8 People who use the 7 Day Miracle Cleanse have found  
9 mucous plaque being eliminated from their bodies and most  
10 of them have improved their health, increased their  
11 energy, and eliminated a large spectrum of disease  
12 conditions.

13 THE HEALTH MAN: After healing myself, I had  
14 decided that I was going to dedicate my life to sharing  
15 this knowledge with everyone. A few years after  
16 extensive research of nutritional supplements, bowel  
17 cleansing, disease, juice therapy, herbs and other  
18 associated products, I had developed the Seven Day  
19 Miracle Cleanse. It was my goal to mainstream this  
20 wholesome truth of healing and wellness so everyone could  
21 have the same opportunity to create a perfectly healthy  
22 body.

23 Since then, my program has helped thousands of  
24 people overcome just about every health problem feared  
25 today, including AIDS --

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1                   **ON SCREEN: The 7 day miracle cleanse is not**  
2 **intended to treat, cure or diagnose any disease.**

3                   THE HEALTH MAN: -- all types of cancer, high  
4 blood pressure, diabetes, migraine headaches, PMS,  
5 fibroid tumors and all types of bowel dysfunctions.

6                   **ON SCREEN: (Scrolls at bottom of screen**  
7 **throughout the entire infomercial)**

8                   **7DMC Order Now! WWW.7DMC.COM Only \$89.00**  
9 **7DMC**

10                   **ON SCREEN: Ted, 33**

11                   TED: My results were amazing. It should be  
12 the first step in any health-related goal.

13                   **ON SCREEN: Celeste, 27**

14                   CELESTE: During the cleanse and after, I  
15 noticed a remarkable change in my hair, skin and body.

16                   **ON SCREEN: Joanie, 72**

17                   JOANIE: I was doing things that I hadn't done  
18 for two years and I still feel good.

19                   **ON SCREEN: Joseph, 60**

20                   JOSEPH: If you ever see like little babies  
21 running around when they're two and three years old and  
22 they have all this energy, that's how you're going to  
23 feel because it's actually revitalizing your body, you  
24 know, getting it back to the way that you were when you  
25 were completely healthy. Once you know it and do it,

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1 you're going to tell all your friends because wow.

2 ON SCREEN: (Scrolls at bottom of screen  
3 throughout the entire infomercial)

4 -- 59% less cancer among people who eat small  
5 amounts of meat compared to average meat eater. Although  
6 meat needs to pass through the digestive tract quickly,  
7 it takes four times longer than grains or vegetables.  
8 The American National Institute of Health, in a study of  
9 50,000 vegetarians, found that they live longer, have far  
10 less heart disease, and a much lower cancer rate compared  
11 to meat eaters. World starvation is well connected to  
12 meat-eating habits. If Americans stopped feeding grain  
13 to cattle, the excess grain --

14 THE HEALTH MAN: Now, I'm ready to help  
15 millions. Not only did these people heal themselves, but  
16 their raised their health and lives to a level that they  
17 did not previously experience. Look, it's not our fault  
18 that we have a very unhealthy society. We were just not  
19 taught the basic secrets to create a perfect, healthy  
20 body.

21 Now, you have no more excuses because the Seven  
22 Day Miracle Cleanse offers you a complete comprehensive  
23 detoxification system and all the necessary products to  
24 create a new you, to give you a new lease on life that  
25 starts on cleaning out the years of filth, of toxic

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1 mucous in your colon.

2 I can't imagine any one of you waiting another  
3 moment to take advantage of this wonderful opportunity to  
4 create a new you, a new body. It's only a phone call  
5 away. Just dial the toll-free number and tell the  
6 operator you want the one-week starter kit and get  
7 started now.

8 **ON SCREEN: Karen, 42**

9 KAREN: Everyone's into going to the vitamin  
10 stores now and, you know, the protein drinks and they're  
11 juicing. It's not really going to work for them unless  
12 they're cleaning their colon, so it -- all the nutrients  
13 can get into the body where it belongs, and that made  
14 perfect sense to me. So, I thought, I have to do this.

15 **ON SCREEN: (Scrolls at bottom of screen**  
16 **throughout the entire infomercial)**

17 -- of being used for grazing cattle. Only raw  
18 foods have life force and enzymes, and they are more  
19 important to our health than taking vitamins, minerals,  
20 and amino acids. Drugs have no life force, no nutrition,  
21 and no enzymes, but herbs have them all. The --

22 **www.7dmc.com**

23 THE HEALTH MAN: How much do you value your  
24 health? How much would it be worth to prevent  
25 degenerative health problems so you don't find yourself

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1 on the surgeon's table under the knife? Would you pay a  
2 million dollars, a \$100,000, \$10,000?

3 At this moment, I offer you the opportunity to  
4 take charge of your health. Celebrities pay as much as  
5 \$5,000 for this identical program, but your cost is less  
6 than one visit to a doctor at only \$89 plus shipping and  
7 it comes with a money-back guarantee.

8 MALE ANNOUNCER: First, you will get the Seven  
9 Day Miracle Cleanse handbook which describes the easy,  
10 step-by-step instructions to prepare you for the  
11 cleansing experience and to guide you through it. There  
12 are three different programs from which to choose, a  
13 program for everyone.

14 You will also get my Parasite and Worm  
15 Eliminator, Parasine 2. This product is taken before the  
16 seven-day program. It eliminates or lessens parasites  
17 and worms. The average person can harbor millions of  
18 harmful parasites, especially throughout the digestive  
19 tract. It is a fact that over 50 million children die  
20 each year from parasites worldwide.

21 According to the USDA, the average cubic inch  
22 of beef contains up to 1,200 larvae. If you do not wash  
23 your vegetables, larva can get into your system. It is  
24 estimated that 80 to 92 percent of the population suffer  
25 from parasites and don't even know it. This is because

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1 by the time the symptoms appear, the parasites have  
2 probably been in your system for 10 to 12 years. What we  
3 once thought was an affliction of Third World nations has  
4 become the disease of Americans.

5 This is my Herbal Mucous Eliminator, the  
6 catalyst in preparing and eliminating the mucous plaque  
7 from the inner walls of the small and large intestines.  
8 I had tested all the similar products available to find  
9 that the HME is superior and is composed of the finest  
10 organic herbs available.

11 This product is my awesome Super Boost Greens,  
12 a powerful antioxidant as well as an alkalizer to balance  
13 the pH level in your blood. Everyone should be taking  
14 greens like this one every day. As you consume acid-  
15 forming foods, your blood's pH level is adversely  
16 affected. Your blood will automatically leach minerals  
17 from your bones and muscles. Our bones can become  
18 brittle and shrink and our muscles lose their tone as we  
19 get older. The Super Boost Greens can replenish these  
20 minerals. This is a one-month supply and it is  
21 recommended for continued daily use. Greens are  
22 essential in the cleansing process because it supplies  
23 our body with vegetable protein, chlorophyll and trace  
24 minerals necessary for rejuvenating the human cell.

25 **ON SCREEN: Products**

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1                   \$125 (X'ed out)

2                   \$89

3                   MALE ANNOUNCER: All of this is included in the  
4 one-week starter kit with our special promotion that  
5 normally retails for \$125. If you act now, it can be  
6 yours for only \$89. You won't find a better investment  
7 for transforming your body's health than the Seven Day  
8 Miracle Cleanse, so order yours now.

9                   ON SCREEN: (Scrolls at bottom of screen  
10 throughout the entire infomercial)

11                   -- Americans stopped feeding grain to cattle,  
12 the excess grain could feed 500 million people, not to  
13 mention the land that could be used to grow food instead  
14 of being used for grazing cattle. Only raw foods have  
15 life force and enzymes, and they are more important to  
16 our health than taking vitamins, minerals, and amino  
17 acids. Drugs have no life force, no nutrition, and no  
18 enzymes, but herbs have them all. The regular use of an  
19 excellent antioxidant formula can protect --

20                   THE HEALTH MAN: This is one of my favorite  
21 subjects and especially you women will be astonished with  
22 what I'm about to tell you.

23                   How many of you have this? Have you tried  
24 thousands of sit-ups and still can't get rid of this?  
25 Remember what I told you earlier. The average person

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Exhibit B



1 carries around 10 to 25 pounds of mucous plaque. This is  
2 your colon impacted with years of mucous plaque creating  
3 this bulge, adding constipation on top of it.

4 I've worked with many women and I know how  
5 sensitive you are about this. In fact, I believe it is  
6 the area of your body with which you are the most  
7 unhappy, right? The Seven Day Miracle Cleanse really  
8 works. There is no need to wait for a flat stomach any  
9 longer.

10 KAREN: You hit 40 and it seems like things  
11 start to fall apart and it really energizes you, it makes  
12 you feel like you're 25 again.

13 **ON SCREEN: (Scrolls at bottom of screen**  
14 **throughout the entire infomercial)**

15 **-- from an unnatural lifestyle. The advanced**  
16 **stages of bowel disease, such as diverticulosis, polyps,**  
17 **atropic --**

18 **[www.7dmc.com](http://www.7dmc.com)**

19 THE HEALTH MAN: How many of you women suffer  
20 every month with bloating, cramps and other symptoms of  
21 PMS? Women who have completed just one seven-day program  
22 and add fresh vegetable juices to their diet state that  
23 PMS is a thing of the past. Isn't this something that  
24 you could really get excited about or do you like feeling  
25 terrible every month?

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1                   ON SCREEN: (Scrolls at bottom of screen  
2 throughout the entire infomercial)

3                   -- inflammatory bowel disease, dysplasia, bowel  
4 cancer, and others, are associated with contaminated  
5 mucous plaque. No one can be healthy without a strong,  
6 clean liver. A toxic liver results from a toxic bowel,  
7 and leads to disease. 50,000 Americans die each year  
8 from colon cancer. Cleanse your colon for optimal  
9 health. One third of the American people now have  
10 candida, which can weaken the whole body, especially the  
11 immune system. More than 55 million American children  
12 are infected with worms. Parasites protect themselves  
13 from most de-worming --

14                   THE HEALTH MAN: Look, I can't do it for you,  
15 but at this moment, I am giving you the opportunity to do  
16 it for yourself. Anybody can complete this program. All  
17 you have to do is order the Seven Day Miracle Cleanse  
18 Program right now and get started. I promise you that  
19 all of your friends and family will be telling you how  
20 wonderful you look after completing the program.

21                   The key to losing weight is in balancing the  
22 thyroid gland in your body because it controls the  
23 production of fat cells. Men and women spend billions of  
24 dollars each year for a hope or a diet that will cure all  
25 their problems in achieving their ideal body weight. It

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1 is easy to lose weight when you have the right knowledge.  
2 There is no better system than the Seven Day Miracle  
3 Cleanse for losing weight faster, healthier and more  
4 naturally without harmful chemicals or side effects.

5 UNIDENTIFIED FEMALE: I lost my 19 pounds.

6 **ON SCREEN: Results not typical. Individual**  
7 **results may vary.**

8 UNIDENTIFIED FEMALE: I lost 10 pounds.

9 JOANIE: I was right around 200 pounds. I  
10 weigh 132 pounds now.

11 JOSEPH: I lost 13 pounds of ugly fat weight.

12 **ON SCREEN: (Scrolls at bottom of screen**  
13 **throughout the entire infomercial)**

14 -- feed the friendly bacteria. Cooked and  
15 processed foods feed the harmful bacteria. Undigested  
16 foods also feed pathogenic bacteria. Cow's milk was  
17 designed for calves. Human milk was designed and made  
18 for human babies. At least 50% of the American people  
19 tested for allergies reacted to dairy products. People  
20 who use the 7 Day Miracle Cleanse have found mucous  
21 plaque being eliminated from their bodies and most of  
22 them have improved their health, increased their energy,  
23 and eliminated a large spectrum of disease condition --

24 THE HEALTH MAN: Most symptoms are connected to  
25 our colon and your body has an amazing healing ability

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1           once you remove the toxic mucous plaque from it. You can  
2           achieve a level of superior health in a very short period  
3           of time by giving your body this opportunity.

4                       The human body is a simple organism and the  
5           only thing that makes it complicated are the devitalized  
6           foods you have eaten in your lifetime without eliminating  
7           their toxic residues. The Seven Day Miracle Cleanse will  
8           undoubtedly get you on the road to taking back your  
9           health. No one has ever made the cleansing process  
10          available to the public until now.

11                      No wonder it is the best investment for your  
12          body's health and wellness. Take back your health today  
13          and, remember, you are what you eat, but more  
14          importantly, what you do not eliminate.

15                      Thank you for joining me today on location in  
16          beautiful Hawaii. I'm the Health Man.

17                      **ON SCREEN: Send check or money order to:**

18                      **7dmc**

19                      **635 E. First St. #327**

20                      **Tustin, CA 92780**

21                      **www.7dmc.com**

22                      **\$125.00**

23                      **Now Only!**

24                      **\$89.00 + s&h**

25                      **(check by phone)**

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1                   MALE ANNOUNCER: First, you will receive the  
2 Seven Day Miracle Cleanse handbook containing easy-to-  
3 follow, step-by-step instructions for completing the  
4 program. You'll also get the Parasine 2, the most  
5 effective parasite eliminator available. Next, the  
6 Herbal Mucous Eliminator which is the catalyst for mucous  
7 plaque removal. It is made from the finest certified  
8 organic herbs.

9                   Act now and receive a one-month supply of our  
10 Super Boost Greens, which are recommended for daily use.

11                   This package normally retails for \$125, but if  
12 you order now it's yours for only \$89. Operators are  
13 standing by. Just call the 800 number on the screen or  
14 send check or money order to the address shown. Take  
15 back your health today with the Seven Day Miracle  
16 Cleanse.

17                   **ON SCREEN: 7DMC.com**

18                   **production by**

19                   **cosmopro.net**

20                   **This has been a paid program and is the opinion**  
21 **of the Seven Day Miracle Cleanse.**

22                   MALE ANNOUNCER: This has been a paid  
23 advertisement...

24                   **(The recording was concluded.)**

25

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FEDERAL TRADE COMMISSION

I N D E X

INFOMERCIAL:

PAGE:

7-Day Miracle Cleanse

3



FEDERAL TRADE COMMISSION

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In the Matter of: )  
7 Day Marketing, Inc. ) Matter No. 0623234  
 )  
----- )  
July 31, 2007

The following transcript was produced from a  
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## P R O C E E D I N G S

- - - - -

## 7-DAY MIRACLE CLEANSE INFOMERCIAL

ON SCREEN: The following is a paid advertisement for the New "7 Day Miracle Cleanse™"

ON SCREEN; Karen Green Brian Collins

BRIAN COLLINS: Hello, I'm Brian Collins, and with me today is Karen Green. Welcome to another edition of the new Seven-Day Miracle Cleanse.

I'm very excited to tell you about one of the most popular colon cleansing, weight loss and body rejuvenation systems in America today. What makes this remarkable product unique is how it focuses on reducing toxic dead weight, bacteria and parasites in your digestive system that not only affect your health but can result in unwanted weight gain.

These toxins and parasites can also be responsible for many common health problems, like constipation, colon problems, bloating, gas, upset stomach, and they can be a damper on the immune system. You may be carrying the extra weight of sludge and fecal matter in your colon.

On today's show, we'll discover how that happens and what you can do about it.

You've probably never heard of anyone losing

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Exhibit C

1 weight through colon cleansing. So, get ready to learn  
2 all about it and change your life.

3 KAREN GREEN: It changed my life. Hi, I'm  
4 Karen. I'm a 44-year-old mother of eight. It's true. I  
5 have eight children and most are still at home.

6 BRIAN COLLINS: Forty-four years old with eight  
7 children? How do you keep up with them?

8 KAREN GREEN: Believe me, it takes a lot of  
9 time and energy to keep up with even one child. Now  
10 imagine what it's like with eight. I have a very fast-  
11 paced life and it didn't help when I started eating fast  
12 food. I gained weight. I had absolutely no time or  
13 energy to care for myself. All I could think about was  
14 getting through the day and collapsing on my couch at  
15 night.

16 Then something wonderful happened. I found the  
17 7-Day Miracle Cleanse Health Rejuvenation System. Wow,  
18 what a difference it made. Now, I have more energy, I  
19 lost weight. My stomach is flatter. Look. I've even  
20 lost two dress sizes. I'm the same size I was before  
21 having children. I never believed that was possible.

22 And you know what, the best part is now I have  
23 enough energy to keep up with my children.

24 Did you know colon cleansing is one of the best  
25 kept secrets supermodels and Hollywood celebrities to

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1           lose weight and look great? They'll often cleanse just a  
2           few days before squeezing into those expensive dresses on  
3           award show nights.

4                       Well, it's a secret no more, and it's a good  
5           start to look and feel great again.

6                       BRIAN COLLINS: Living healthier isn't  
7           complicated. Look at Karen. She's the perfect example  
8           of how easy it is to use the 7-Day Miracle Cleanse and  
9           how much it can renew your life.

10                      We're going to show you how to get your body  
11           back to its optimal health, lose weight and have more  
12           energy, too. It's easy and it works.

13                      **ON SCREEN: 7 Day Miracle Cleanse**

14                      **Portrayal of actual customer. The 7 Day**  
15           **Miracle Cleanse is intended to be used in conjunction**  
16           **with a healthy diet and exercise which is included in the**  
17           **Healthy Living Guide. Diet and exercise is necessary for**  
18           **long-term weight loss.**

19                      UNIDENTIFIED MALE: I lost quite a bit of  
20           weight. It gave me all the energy in the world.

21                      **ON SCREEN: 7 Day Miracle Cleanse**

22                      **Portrayal of actual customer. The 7 Day**  
23           **Miracle Cleanse is intended to be used in conjunction**  
24           **with a healthy diet and exercise which is included in the**  
25           **Healthy Living Guide. Diet and exercise is necessary for**

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1           **long-term weight loss.**

2                   UNIDENTIFIED FEMALE: I've lost weight with the  
3           7-Day Miracle Cleanse. I feel great. I'm more happy and  
4           energetic.

5                   BRIAN COLLINS: Now, let's meet the man who's  
6           the most passionate person I know about helping you  
7           improve your life, the creator of the 7-Day Miracle  
8           Cleanse, our very own Health Man. Thanks for joining us  
9           today.

10                   **ON SCREEN: 7 Day Miracle Cleanse**

11                   THE HEALTH MAN: Hi, Brian and Karen. I'm so  
12           excited to be here today.

13                   KAREN GREEN: About the 7-Day Miracle Cleanse?

14                   **ON SCREEN: 7 Day Miracle Cleanse**

15                   THE HEALTH MAN: Yes, Karen, because I can't  
16           wait to tell you about all the improvements I've made to  
17           our products.

18                   BRIAN COLLINS: I'm getting excited, too, and I  
19           want to hear all about the improvements, but first, tell  
20           us about the 7-Day Miracle Cleanse and why we need it.

21                   **ON SCREEN: 7 Day Miracle Cleanse**

22                   THE HEALTH MAN: Well, you know my slogan, are  
23           you sick and tired of being sick and tired? I know lots  
24           of people who are struggling with their health.

25                   BRIAN COLLINS: Well, what do you think the

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1 problem is?

2 **ON SCREEN: Call Now For More Information**

3 **1-800-949-7169**

4 **www.7dmc.com**

5 THE HEALTH MAN: Brian, people simply don't  
6 have the right know-how to improve their health. They  
7 are suffering from some of the common problems, such as  
8 constipation, fatigue, poor digestion, bloating, gas,  
9 upset stomach and weight gain.

10 KAREN GREEN: I know I've had some of these  
11 problems.

12 BRIAN COLLINS: I have, too. Health Man, have  
13 you?

14 **ON SCREEN: 7 Day Miracle Cleanse**

15 THE HEALTH MAN: I used to. Sixteen years ago,  
16 I was in poor health and I was so discouraged, I simply  
17 wanted to give up.

18 KAREN GREEN: You look healthy to me.

19 **ON SCREEN: 7 Day Miracle Cleanse**

20 THE HEALTH MAN: Karen, today, I am healthy  
21 because I didn't give up and I didn't give in.

22 BRIAN COLLINS: What did you do?

23 **ON SCREEN: 7 Day Miracle Cleanse**

24 THE HEALTH MAN: Well, first, I tried  
25 everything possible, you know, all the popular fad diets,

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1 health programs and supplements, but nothing worked.

2 BRIAN COLLINS: What did you do then?

3 **ON SCREEN: 7 Day Miracle Cleanse**

4 THE HEALTH MAN: I was fortunate to have had a  
5 good friend who told me about the incredible health  
6 benefits of cleansing and detoxifying my body's digestive  
7 tract.

8 KAREN GREEN: Cleansing your digestive tract?  
9 Eeewww.

10 **ON SCREEN: 7 Day Miracle Cleanse**

11 THE HEALTH MAN: Well, you know, that's how I  
12 felt at first. Then I was ready to try anything to  
13 improve my health, even cleansing my digestive tract.  
14 Also, I'm happy to say, my friend was very convincing and  
15 persistent. The first thing that I did was read lots of  
16 books about colon health. Boy, I was shocked.

17 BRIAN COLLINS: About what?

18 **ON SCREEN: Call Now For More Information**

19 **1-800-949-7169**

20 **www.7dmc.com**

21 THE HEALTH MAN: I found out that one of the  
22 keys to having a healthy body is to have a healthy colon.  
23 I'll say this again. One of the keys to having a healthy  
24 body is to have a healthy colon.

25 KAREN GREEN: So, that's when you started

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1           cleansing your digestive system?

2                       **ON SCREEN: 7 Day Miracle Cleanse**

3           THE HEALTH MAN: Yes. I could not believe how  
4 much junk came out of me. In just a few days, I was on  
5 my way to improving my health. For the first time in  
6 years, I felt alive again. I felt like I was on top of  
7 the world. It was the most powerful thing that ever  
8 happened to me.

9                       **ON SCREEN: 7 Day Miracle Cleanse**

10                      **Portrayal of actual customer**

11           UNIDENTIFIED FEMALE: I decided to change my  
12 lifestyle of eating. I wanted to keep this rejuvenated  
13 feeling.

14           BRIAN COLLINS: So, with a healthier lifestyle  
15 and colon cleansing, you were on your way to good health.  
16 Well, how did that lead to your creating the 7-Day  
17 Miracle Cleanse?

18                      **ON SCREEN: 7 Day Miracle Cleanse**

19           THE HEALTH MAN: I was so amazed with the  
20 incredible health-changing results of my own  
21 detoxification and cleansing experience. I knew what I  
22 had to do.

23           KAREN GREEN: I think I know what that was.

24                      **ON SCREEN: 7 Day Miracle Cleanse**

25           THE HEALTH MAN: I decided to dedicate my life

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1 to developing my own cleansing and detoxification  
2 products so everyone would have the same opportunity as I  
3 did. And you know what I always say, take back your  
4 health today.

5 BRIAN COLLINS: How did you go about creating  
6 this 7-Day Miracle Cleanse?

7 **ON SCREEN: 7 Day Miracle Cleanse**

8 THE HEALTH MAN: I spent years researching to  
9 develop the 7-Day Miracle Cleanse, with help from a lot  
10 of people, including experts in the field of colon  
11 cleansing.

12 BRIAN COLLINS: And now?

13 **ON SCREEN: Over 100,000 Customers!**

14 **7 Day Miracle Cleanse**

15 THE HEALTH MAN: I'm proud to tell you that  
16 close to 100,000 people have successfully used the 7-Day  
17 Miracle Cleanse.

18 BRIAN COLLINS: That's incredible.

19 **ON SCREEN: 7 Day Miracle Cleanse**

20 THE HEALTH MAN: Yes, Brian, it is incredible.  
21 And it's wonderful to have so many satisfied customers.  
22 This is definitely my calling in life, to help others  
23 improve their health. The healthier people are, the  
24 happier they are, right?

25 KAREN GREEN: Right. And it's so unfortunate

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1 that millions of people suffer every day from all kinds  
2 of digestive problems and most would benefit from using  
3 the 7-Day Miracle Cleanse.

4 BRIAN COLLINS: Why are so many people in the  
5 dark about good digestive health?

6 **ON SCREEN: 7 Day Miracle Cleanse**

7 THE HEALTH MAN: It's a touchy subject, Brian.  
8 Most people don't want to talk about constipation,  
9 digestive issues and irregularity. It's just something  
10 that a lot of us find embarrassing.

11 KAREN GREEN: You're right. It's certainly not  
12 something I'm going to talk about at a party.

13 **ON SCREEN: 7 Day Miracle Cleanse**

14 THE HEALTH MAN: Of course not. But, still,  
15 digestive problems are one of the most common health  
16 problems people have. And sooner or later, you're going  
17 to have to deal with it because our diets aren't getting  
18 any better.

19 As a result, Americans spend billions of  
20 dollars every year on a host of products to help them  
21 with their poor digestion and elimination issues.  
22 Everyone at one time or another has been constipated and  
23 we all know how uncomfortable that is, right?  
24 Constipation affects your health, your weight and even  
25 robs you of your energy.

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1           And, believe me, I have lots of experience with  
2           constipation. I felt like my colon was clogged for  
3           years.

4           BRIAN COLLINS: And if you are constipated, you  
5           know how frustrating and even painful that can be.

6           KAREN GREEN: And if you're constipated, just  
7           try not to think about it.

8           BRIAN COLLINS: It's impossible. What causes  
9           constipation anyway?

10          **ON SCREEN: 7 Day Miracle Cleanse**

11          THE HEALTH MAN: I think that most of it comes  
12          from eating the wrong foods and too much of it. We all  
13          seem to want super-size food portions, right? As a  
14          result, over time residue remains from undigested food  
15          and fecal matter forms on the inner walls of the  
16          intestines. Poor digestion and poor colon health has  
17          been linked to many health problems, too.

18          KAREN GREEN: What do we need to do to ensure  
19          we have good digestion?

20          **ON SCREEN: 7 Day Miracle Cleanse**

21          THE HEALTH MAN: You have to start right now,  
22          and you know what I always say, take back your health  
23          today.

24          BRIAN COLLINS: The 7-Day Miracle Cleanse works  
25          because of our proprietary herbal cleansing formulas,

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1       which are second to none. We are the original and the  
2       first to perfect the 7-Day Cleansing System. The result,  
3       you can have consistent bowel movements, your digestion  
4       is improved promoting good colon health, it helps you  
5       lose weight and your energy is dramatically increased.

6                   **ON SCREEN: Lose Weight!**

7                               **Feel Great!**

8                   **Call Now For More Information**

9                   **1-800-949-7169**

10                   **www.7dmc.com**

11                   **7 Day Miracle Cleanse**

12                   BRIAN COLLINS: If you'd like more information  
13       or you'd like to take advantage of some special offers  
14       that the Health Man has made available today, simply call  
15       the toll-free number on your screen, and if the lines are  
16       busy when you call, please keep trying.

17                   **ON SCREEN: 30-Day**

18                               **Money Back Guarantee**

19                               **less shipping & handling**

20                   **Call Now For More Information**

21                   **1-800-949-7169**

22                   **www.7dmc.com**

23                   THE HEALTH MAN: I guarantee you'll feel  
24       fantastic. That's why I offer a 30-day unconditional  
25       money back guarantee, making it risk-free.

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1                   BRIAN COLLINS: Now, we're going to show you  
2 just how easy it is to use the 7-Day Miracle Cleanse  
3 Health Rejuvenation System and why it's vitally important  
4 for your good health. We use only the finest herbs  
5 including organic extracts and wild-crafted whenever  
6 possible. This ensures the maximum potency. That, along  
7 with our unique proprietary formulas, are some of the  
8 reasons why the 7-Day Miracle Cleanse works so well.

9                   **ON SCREEN: 7 Day Miracle Cleanse**

10                   **Portrayal of actual customer.**

11                   UNIDENTIFIED FEMALE: You're actually cleaning  
12 your body so it can work again.

13                   **ON SCREEN: 7 Day Miracle Cleanse**

14                   THE HEALTH MAN: Now, let me tell you how the  
15 program works. The 7-Day Miracle Cleanse is a triple  
16 action system. The pre-cleanse formula is designed to  
17 help in the elimination of toxins and pollutants,  
18 including parasites and worms. Now, just because you  
19 can't see parasites doesn't mean that they're not there.  
20 Most parasites are so microscopic, they can't be seen by  
21 the naked eye. But after they find their way into your  
22 digestive tract, they begin to rob and absorb your  
23 nutrients, plus they grow and multiply in a very short  
24 period of time. Parasites have been linked to many  
25 different health issues.

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1 BRIAN COLLINS: Is that right?

2 **ON SCREEN: 7 Day Miracle Cleanse**

3 THE HEALTH MAN: That's right, Brian. And my  
4 cleansing formula is designed to gently soften and remove  
5 the toxic fecal matter and sludge from the walls of the  
6 intestines and colon. This is typically the undigested  
7 food and uneliminated fecal matter. Get rid of this  
8 unwanted material, guess what, you'll feel lighter.

9 BRIAN COLLINS: That only makes sense.

10 **ON SCREEN: 7 Day Miracle Cleanse**

11 THE HEALTH MAN: My specially formulated greens  
12 help replenish electrolytes, minerals, amino acids and  
13 micro flora, all needed during the cleansing process.  
14 Once you have removed the sludge build-up from your  
15 colon, your body will be able to absorb these nutrients  
16 more efficiently and you'll feel better because of it.

17 **ON SCREEN: 7 Day Miracle Cleanse**

18 **Portrayal of actual customer.**

19 UNIDENTIFIED MALE: I have so much energy, I  
20 just feel wonderful.

21 **ON SCREEN: 7 Day Miracle Cleanse**

22 THE HEALTH MAN: We suggest continuing to use  
23 the greens formula after the cleanse to keep you feeling  
24 great.

25 BRIAN COLLINS: Karen, you have a very busy

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Exhibit C

1 life. Just how easy was it to use the 7-Day Miracle  
2 Cleanse?

3 KAREN GREEN: Well, even with my eight kids and  
4 the crazy schedule I have, the system was easy to use and  
5 the directions were simple to follow.

6 **ON SCREEN: 7 Day Miracle Cleanse**

7 **Portrayal of actual customer.**

8 UNIDENTIFIED FEMALE: I find the 7-Day Miracle  
9 Cleanse is wonderful because it's very organized. It  
10 gives you step-by-step directions on what you need to do.

11 BRIAN COLLINS: Health Man, how often do you  
12 use the 7-Day Miracle Cleanse?

13 **ON SCREEN: 7 Day Miracle Cleanse**

14 THE HEALTH MAN: I did a lot of experimenting,  
15 and just like Karen, a few times a year works great for  
16 me, too. It keeps my outlook positive and keeps me  
17 strong.

18 BRIAN COLLINS: Well, do you recommend everyone  
19 doing a cleanse a couple of times a year?

20 **ON SCREEN: 7 Day Miracle Cleanse**

21 THE HEALTH MAN: A few times a year works great  
22 for me. However, lots of people find just doing it one  
23 time makes an incredible difference in their life. Try  
24 the 7-Day Miracle Cleanse for yourself or for a friend or  
25 family member who might be looking to improve their

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1 health. The 7-Day Miracle Cleanse, it's about a  
2 healthier lifestyle which helps you look better and feel  
3 great. It's about having a better and healthier life.  
4 Aren't you worth it? Of course you are. We all are.

5 **ON SCREEN: 7 Day Miracle Cleanse**

6 **Portrayal of actual customer. The 7 Day**  
7 **Miracle Cleanse is intended to be used in conjunction**  
8 **with a healthy diet and exercise which is included in the**  
9 **Healthy Living Guide. Diet and exercise is necessary for**  
10 **long-term weight loss.**

11 UNIDENTIFIED FEMALE: People at work have  
12 noticed I'm happier now. I've lost weight and look  
13 healthier.

14 BRIAN COLLINS: If you're like most people  
15 today, your life is busy and fast-paced, meaning you  
16 probably take your digestive system for granted.

17 KAREN GREEN: I bet you're asked this question  
18 a lot. When you use the 7-Day Miracle Cleanse, do you  
19 have to take time off work?

20 **ON SCREEN: 7 Day Miracle Cleanse**

21 THE HEALTH MAN: I do get asked that a lot, and  
22 the great news is is that, no, you don't have to take  
23 time off work or anything else you do normally. From the  
24 very start, I designed the 7-Day Miracle Cleanse so you  
25 can use it and go about your normal daily life.

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1 KAREN GREEN: Come on. How can we cleanse our  
2 digestive system and not have to be near a bathroom all  
3 the time?

4 **ON SCREEN: 7 Day Miracle Cleanse**

5 THE HEALTH MAN: Because my products contain  
6 only the finest herbs, herbs that cause a gentle, natural  
7 effect. This results in normal elimination.

8 KAREN GREEN: Well, that's a relief, in more  
9 ways than one.

10 **ON SCREEN: 7 Day Miracle Cleanse**

11 THE HEALTH MAN: The 7-Day Miracle Cleanse is  
12 specifically formulated to remove waste and toxins that  
13 have accumulated over time in the gastrointestinal tract  
14 and specifically the colon. This contributes to a  
15 healthy GI tract and can be helpful in weight control.

16 BRIAN COLLINS: Is it true that colon health is  
17 linked to a variety of health issues?

18 **ON SCREEN: Call Now For More Information**

19 **1-800-949-7169**

20 **[www.7dmc.com](http://www.7dmc.com)**

21 THE HEALTH MAN: Yes, Brian, the ingredients in  
22 the 7-Day Miracle Cleanse can remove waste and toxic  
23 build-up in the colon, remove parasites and worms,  
24 promote a healthy balance of micro flora, aid in weight  
25 loss, boost the immune system, promote energy and

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1 generally contribute to better overall health.

2 BRIAN COLLINS: That's very impressive.

3 **ON SCREEN: 7 Day Miracle Cleanse**

4 THE HEALTH MAN: Sometimes the food in your  
5 digestive system just sits there. It can get so clogged  
6 up, it can't move.

7 BRIAN COLLINS: And it doesn't help that we now  
8 eat larger portions of processed foods that are loaded  
9 with indigestible additives and ingredients.

10 **ON SCREEN: 7 Day Miracle Cleanse**

11 THE HEALTH MAN: That's sad but true, Brian.  
12 Today's modern diet is full of indigestible additives and  
13 ingredients.

14 KAREN GREEN: And when you consider that we now  
15 live more stressful lives, spend more time sitting in our  
16 office and in our cars being inactive, well, that takes a  
17 huge toll on our bodies, right?

18 **ON SCREEN: 7 Day Miracle Cleanse**

19 THE HEALTH MAN: It sure does, Karen. And as  
20 if stress isn't enough for your already overloaded  
21 intestines, there's also the added strain of  
22 environmental pollutants that your body's been exposed to  
23 for years, not to mention parasites that can hitch a ride  
24 in your food and live inside you without you even knowing  
25 it.

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1 KAREN GREEN: Parasites, eeewww.

2 BRIAN COLLINS: That's a scary thought. Well,  
3 what happens if you have parasites?

4 **ON SCREEN: 7 Day Miracle Cleanse**

5 THE HEALTH MAN: It's scary and dangerous,  
6 Brian, because when you're not eliminating every day like  
7 you should, your colon can become a shelter for unhealthy  
8 micro flora and parasites, like protozoans and worms.

9 BRIAN COLLINS: How do we get these parasites?

10 **ON SCREEN: 7 Day Miracle Cleanse**

11 THE HEALTH MAN: Parasites are transferred from  
12 animals to humans and from humans to humans. They are  
13 transferred to us through contaminated foods and water.  
14 One common source of parasites is improperly washed  
15 fruits and vegetables and you can't see these parasites  
16 either. Most of them can only be seen through a  
17 microscope.

18 KAREN GREEN: But how do these parasites affect  
19 us?

20 **ON SCREEN: 7-Day Miracle Cleanse**

21 THE HEALTH MAN: First, they find their way  
22 into your digestive tract and then they begin to rob you  
23 of your nutrients. They grow and multiply very quickly  
24 and they are linked to a host of health problems.

25 KAREN GREEN: Wow. I didn't know that.

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1                   **ON SCREEN: 7-Day Miracle Cleanse**

2                   THE HEALTH MAN: And that's why I developed the  
3 7-Day Miracle Cleanse, to not only cleanse your digestive  
4 system of all the sludge and toxins, but to also reduce  
5 the parasites.

6                   BRIAN COLLINS: That is really amazing.

7                   **ON SCREEN: 7 Day Miracle Cleanse**

8                   THE HEALTH MAN: Brian, Karen, how long do you  
9 think your intestinal tract is?

10                  BRIAN COLLINS: I don't know, 10 feet?

11                  KAREN GREEN: No, it's longer, at least 15,  
12 right?

13                  **ON SCREEN: 7 Day Miracle Cleanse**

14                  THE HEALTH MAN: It's actually much longer. In  
15 fact, your entire intestinal tract is about 25 feet long.

16                  BRIAN COLLINS: Wow.

17                  **ON SCREEN: 7 Day Miracle Cleanse**

18                  THE HEALTH MAN: It's true. And there's lots  
19 of twists and turns in it, lots of places for stuff to  
20 get stuck and backed up, and it's also possible your  
21 digestive system may be impacted with unwanted pounds of  
22 fecal matter and sludge.

23                  KAREN GREEN: Well, you know, that sounds like  
24 a lot of dead weight to be carrying around. This may be  
25 one reason why people have bloated bellies because

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1 they're carrying around all the undigested junk.

2 **ON SCREEN: 7 Day Miracle Cleanse**

3 THE HEALTH MAN: I'm sure that's one of the  
4 reasons. Now, your intestines certainly don't look like  
5 this, but let's say that this clogged pipe represents a  
6 section of your intestines. See, there are years of  
7 fecal matter and sludge build-up. Look, it's so clogged  
8 up that almost nothing can pass through. Your intestines  
9 can get clogged, too. This may be why so many people  
10 have irregular bowels movements and are constipated.

11 Constipation leaves you sluggish with low  
12 energy and even weight gain. We must keep in mind that  
13 the colon is the garbage disposal of our bodies. So,  
14 doesn't it make sense to keep it clean and healthy? Of  
15 course it does. Can you imagine what can happen to your  
16 health if this filth is left in your colon for years?

17 KAREN GREEN: You know, there are many weight  
18 loss products advertised, but I never saw anyone talk  
19 about all the gunk and weight that accumulates in the  
20 digestive tract.

21 **ON SCREEN: 7 Day Miracle Cleanse**

22 THE HEALTH MAN: And that's because they only  
23 focus on losing body weight. They're not looking at your  
24 overall health.

25 BRIAN COLLINS: Well, it seems like everyone is

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1 looking for the weight loss program that is simple and  
2 easy.

3 KAREN GREEN: Right, we want it simple and  
4 easy. But is that possible?

5 **ON SCREEN: 7 Day Miracle Cleanse**

6 THE HEALTH MAN: And that's what you get with  
7 the 7-Day Miracle Cleanse. It's fast, simple and easy to  
8 follow.

9 **ON SCREEN: Lose Weight!**

10 **Feel Great!**

11 **Call Now For More Information**

12 **1-800-949-7169**

13 **www.7dmc.com**

14 **7 Day Miracle Cleanse**

15 BRIAN COLLINS: If you'd like more information  
16 or you'd like to take advantage of some special offers  
17 that the Health Man has made available today, simply call  
18 the toll-free number on your screen. And if the lines  
19 are busy when you call, please keep trying.

20 **ON SCREEN: 30 Day**

21 **Money Back Guarantee**

22 **less shipping & handling**

23 **Call Now For More Information**

24 **1-800-949-7169**

25 **www.7dmc.com**

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1 THE HEALTH MAN: And I guarantee when you use  
2 the 7-Day Miracle Cleanse you will lose weight and feel  
3 great. That's why I offer a 30-day unconditional money  
4 back guarantee.

5 BRIAN COLLINS: It really is the best way to  
6 give your digestive system and yourself a fresh start.  
7 Being healthy just makes good sense.

8 **ON SCREEN: 7 Day Miracle Cleanse**

9 THE HEALTH MAN: And it makes good sense to use  
10 the 7-Day Miracle Cleanse because we use no chemicals  
11 like you'll find in most commercial products.

12 **ON SCREEN: 7 Day Miracle Cleanse**

13 **Take back your health today!**

14 **Healthy Living Guide**

15 BRIAN COLLINS: Also new is this Healthy Living  
16 Guide.

17 KAREN GREEN: I love the great recipes and  
18 simple exercise tips.

19 **ON SCREEN: 7 Day Miracle Cleanse**

20 THE HEALTH MAN: Every part of the 7-Day  
21 Miracle Cleanse is designed to help you get started on  
22 the road to better health and to lose weight fast.

23 **ON SCREEN: 7 Day Miracle Cleanse**

24 **Portrayal of actual customer.**

25 UNIDENTIFIED MALE: My wife thought it would be

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1 good for me. She thought it would be good for me to lose  
2 weight to get me on a better track for a healthier  
3 lifestyle.

4 **ON SCREEN: 7 Day Miracle Cleanse**

5 **Portrayal of actual customer. The 7 Day**  
6 **Miracle Cleanse is intended to be used in conjunction**  
7 **with a healthy diet and exercise which is included in the**  
8 **Healthy Living Guide. Diet and exercise is necessary for**  
9 **long-term weight loss.**

10 UNIDENTIFIED FEMALE: I followed the guidelines  
11 of the cleanse and it really helped me lose weight.

12 **ON SCREEN: 7 Day Miracle Cleanse**

13 THE HEALTH MAN: I can't do this for you, it's  
14 up to you. You have to take action now to improve your  
15 health and lose weight. You need the 7-Day Miracle  
16 Cleanse, along with my Natural Health Man Greens, to  
17 maintain a clean and healthy digestive system.

18 KAREN GREEN: Because having a clean and  
19 healthy digestive system is crucial to having a healthy  
20 life.

21 **ON SCREEN: 7 Day Miracle Cleanse**

22 THE HEALTH MAN: You're absolutely right,  
23 Karen.

24 BRIAN COLLINS: Digestive issues are among the  
25 leading health concerns in this country. You simply

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1 cannot afford to ignore your colon health any more.

2 If you're like us, you care a lot about your  
3 health. If all it takes is a little effort to cleanse  
4 your colon, lose weight and kickstart you on the way to  
5 better health, you'd want to do it, right? In fact,  
6 you'd want to do it right now.

7 **ON SCREEN: 7 Day Miracle Cleanse**

8 THE HEALTH MAN: In order to get the proper  
9 nutrients into the body, you have to be able to absorb  
10 them through your digestive system, and this is why the  
11 intestines need to be working great so those nutrients  
12 can find their way efficiently into your body. Your  
13 intestine feeds your entire body, and if it's toxic, it  
14 can have an adverse effect on your health, certainly a  
15 strong reason to cleanse your colon.

16 KAREN GREEN: So, is this why we tend to feel  
17 hungry more often?

18 **ON SCREEN: 7 Day Miracle Cleanse**

19 THE HEALTH MAN: I don't have any scientific  
20 proof, but I feel that this is one of the issues. When  
21 you feel hungry, you tend to eat more and that's when you  
22 gain weight.

23 KAREN GREEN: A lot of us can relate to that.  
24 I know I can. Let's be honest, being overweight makes  
25 most of us unhappy, right?

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1 BRIAN COLLINS: Um-hum.

2 KAREN GREEN: People have tried lots of sit-ups  
3 and other exercises and still can't get rid of their  
4 bulging tummy.

5 **ON SCREEN: 7 Day Miracle Cleanse**

6 **Portrayal of actual customer. The 7 Day**  
7 **Miracle Cleanse is intended to be used in conjunction**  
8 **with a healthy diet and exercise which is included in the**  
9 **Healthy Living Guide. Diet and exercise is necessary for**  
10 **long-term weight loss.**

11 UNIDENTIFIED FEMALE: I had a little bit of a  
12 pooch stomach. Following the cleanse, I noticed that it  
13 appeared smaller.

14 **ON SCREEN: 7 Day Miracle Cleanse**

15 THE HEALTH MAN: Exercise is great, but you got  
16 to do more. By combining the 7-Day Miracle Cleanse with  
17 our tasty recipes and exercise program, there's no need  
18 to wait any longer to achieve a flatter stomach. You can  
19 take action now with the 7-Day Miracle Cleanse and watch  
20 the changes happen to you.

21 BRIAN COLLINS: It sounds like the benefits of  
22 cleansing are absolutely amazing.

23 **ON SCREEN: 7 Day Miracle Cleanse**

24 THE HEALTH MAN: By eliminating sludge and  
25 toxic fecal matter, you are simply cleansing and

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1 detoxifying your colon. Here's why. Fecal matter can  
2 putrefy on the lining of the inner wall of the colon, and  
3 as food passes through it, it becomes almost impossible  
4 for nutrients to be absorbed. It's no wonder we can feel  
5 hungry all the time. We're simply not absorbing the  
6 nutrients from our foods.

7 After using the 7-Day Miracle Cleanse, it's not  
8 unusual for people to experience increased energy, better  
9 absorption of vitamins and minerals from foods, weight  
10 loss, and an overall healthy and clean feeling.

11 **ON SCREEN: Lose Weight!**

12 **Feel Great!**

13 **Call Now For More Information**

14 **1-800-949-7169**

15 **www.7dmc.com**

16 **7 Day Miracle Cleanse**

17 BRIAN COLLINS: If you'd like more information  
18 or you'd like to take advantage of some special offers  
19 that the Health Man has made available today, simply call  
20 the toll-free number on your screen. And if the lines  
21 are busy when you call, please keep trying.

22 **ON SCREEN: 30 Day**

23 **Money Back Guarantee**

24 **less shipping & handling**

25 **Call Now For More Information**

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1                   **1-800-949-7169**

2                   **www.7dmc.com**

3                   THE HEALTH MAN: And I guarantee when you use  
4 the 7-Day Miracle Cleanse, you will lose weight and feel  
5 great. That's why I offer a 30-day unconditional money  
6 back guarantee.

7                   **ON SCREEN: Karen Green                   Brian Collins**

8                   BRIAN COLLINS: The human body is truly  
9 remarkable. Think about all the things you can do when  
10 you're in good health and at your ideal weight.

11                   Karen, how do you manage to maintain your  
12 weight when you have to keep all those kids happy?

13                   KAREN GREEN: Well, I didn't always look like  
14 this and I certainly didn't have all the energy I do now.

15                   BRIAN COLLINS: What changed for you?

16                   KAREN GREEN: I heard the Health Man. He  
17 talked about the 7-Day Miracle Cleanse and I knew right  
18 away that I needed to make some healthy changes in my  
19 life. So, I started using the 7-Day Miracle Cleanse and,  
20 wow, I noticed a difference in just days.

21                   **ON SCREEN: 7 Day Miracle Cleanse**

22                   THE HEALTH MAN: Karen, it's people like you  
23 who inspire me to keep improving my products. The human  
24 body has amazing healing abilities when you do what it  
25 takes to help it function properly. There's simply no

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1 reason not being the best you can be.

2 **ON SCREEN: 7 Day Miracle Cleanse**

3 **Portrayal of actual customer.**

4 UNIDENTIFIED MALE: I would recommend the 7-Day  
5 Miracle Cleanse for anybody who wants a healthier life.

6 BRIAN COLLINS: It's just so simple. You have  
7 to get your body back in balance, back to its natural  
8 healing abilities by making sure your digestive system  
9 runs smoothly so it isn't clogged up.

10 KAREN GREEN: And by detoxifying with the 7-Day  
11 Miracle Cleanse, we are actually assisting our bodies to  
12 get back to its natural state.

13 **ON SCREEN: 7 Day Miracle Cleanse**

14 THE HEALTH MAN: That's right, Karen. You are  
15 literally giving your body the extra nutrients and energy  
16 it needs. This sets the balance straight and gets the  
17 process of natural detoxification back into high gear.  
18 When your digestive system works the right way, you  
19 achieve the best possible health, and combined with a  
20 healthy lifestyle, you lose weight.

21 BRIAN COLLINS: Cleansing your colon is  
22 something we can all benefit from. It helps rid you of  
23 harmful toxins and pollutants, it helps reduce parasites,  
24 it gives you a better level of health, helps you lose  
25 weight and improves your energy, too.

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1                   **ON SCREEN: 7 Day Miracle Cleanse**

2                   THE HEALTH MAN: Using the 7-Day Miracle  
3 Cleanse allows you to look better, feel better and lose  
4 weight in a short time. The bottom line, it helps put  
5 you on the path to good health. You owe it to yourself  
6 to use the 7-Day Miracle Cleanse. Take back your health  
7 today. It's easy, simple and you'll experience an  
8 amazing difference.

9                   BRIAN COLLINS: There may have been some  
10 viewers who have just joined us and, if so, they're  
11 probably wondering why we're talking about the health of  
12 your intestinal tract. Let's give them a quick summary  
13 about the importance of intestinal health and how the 7-  
14 Day Miracle Cleanse helps us achieve this.

15                   **ON SCREEN: 7 Day Miracle Cleanse**

16                   THE HEALTH MAN: Do you suffer from some of the  
17 common ailments such as constipation, fatigue, poor  
18 digestion, bloating, gas, upset stomach, weight gain and  
19 other health issues? Then the 7-Day Miracle Cleanse  
20 might be for you.

21                   KAREN GREEN: Watch the news and you'll know  
22 we're in a health crisis in this country.

23                   BRIAN COLLINS: The 7-Day Miracle Cleanse has a  
24 track record second to none. We are the original and the  
25 first to perfect a seven-day cleansing system.

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1                   **ON SCREEN: 7 Day Miracle Cleanse**

2                   THE HEALTH MAN: Use the 7-Day Miracle Cleanse  
3 and you can have consistent bowel eliminations, improved  
4 digestion, weight loss and dramatically increase your  
5 energy. You'll feel fantastic. Simply put, the 7-Day  
6 Miracle Cleanse is one of America's best weight loss and  
7 health rejuvenation systems. So, take back your health  
8 today.

9                   BRIAN COLLINS: The 7-Day Miracle Cleanse helps  
10 clean your digestive tract and it changes your life.

11                   **ON SCREEN: 7 Day Miracle Cleanse**

12                   THE HEALTH MAN: Everyone, at one time or  
13 another, has been constipated and you all know how  
14 uncomfortable that is. Constipation affects your health,  
15 your weight and even robs you of your energy. And,  
16 believe me, I have lots of experience with constipation.  
17 I felt like my colon was clogged for years.

18                   KAREN GREEN: Do you depend on laxatives that  
19 may contain harmful chemicals?

20                   **ON SCREEN: 7 Day Miracle Cleanse**

21                   THE HEALTH MAN: The 7-Day Miracle Cleanse is  
22 made with only the finest herbs. We use organic or wild-  
23 crafted whenever possible and nothing else. These herbs  
24 soften, loosen and remove sludge build-up from the walls  
25 of the colon, resulting in gentle elimination.

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1                   Now, this might be a little gross to look at  
2                   and your intestines certainly don't look like this,  
3                   but let's say this clogged pipe represents a section of  
4                   your intestines. See, there's years of built-up fecal  
5                   matter and sludge. Look, it's so clogged up that nothing  
6                   can pass through. Your intestines can get clogged up,  
7                   too.

8                   BRIAN COLLINS: Is this why so many people have  
9                   irregular bowel movements, are constipated and gain  
10                  weight?

11                  **ON SCREEN: 7 Day Miracle Cleanse**

12                  THE HEALTH MAN: Yes. And this is one of the  
13                  reasons why I developed the 7-Day Miracle Cleanse. We  
14                  must keep in mind that the colon is the garbage disposal  
15                  of your body. So, doesn't it make good sense to keep it  
16                  clean and healthy? Of course it does. Can you imagine  
17                  what can happen to your health if this filth is left in  
18                  your colon for years?

19                  BRIAN COLLINS: Are you one of the many who  
20                  want to lose weight, have more energy, feel better and  
21                  have more vitality? Then join the thousands of people  
22                  who use the 7-Day Miracle Cleanse as an important health  
23                  benefit to their lives.

24                  KAREN GREEN: Get started now. Try the 7-Day  
25                  Miracle Cleanse and follow the great tips in the Healthy

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1 Living Guide, and you'll start your journey on the road  
2 to better health.

3 BRIAN COLLINS: This is the best investment you  
4 can make for your health and wellness. Thanks for  
5 watching and remember what the Health Man always says.

6 **ON SCREEN: 7 Day Miracle Cleanse**

7 THE HEALTH MAN: You are what you eat, but more  
8 importantly, you are what you don't eliminate. Take back  
9 your health today. Do it now.

10 **ON SCREEN: Lose Weight!**

11 **Feel Great!**

12 **Call Now For More Information**

13 **1-800-949-7169**

14 **www.7dmc.com**

15 **7 Day Miracle Cleanse**

16 BRIAN COLLINS: If you'd like more information  
17 or you'd like to take advantage of some special offers  
18 that the Health Man has made available today, simply call  
19 the toll-free number on your screen, and if the lines are  
20 busy when you call, please keep trying.

21 **ON SCREEN: 7 Day Marketing, Inc.**

22 **The preceding has been the opinion of 7 Day**  
23 **Marketing, Inc. These statements have not been evaluated**  
24 **by the Food and Drug Administration. This product is not**  
25 **intended to diagnose, treat, cure or prevent disease.**

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Exhibit C

(The infomercial was concluded.)

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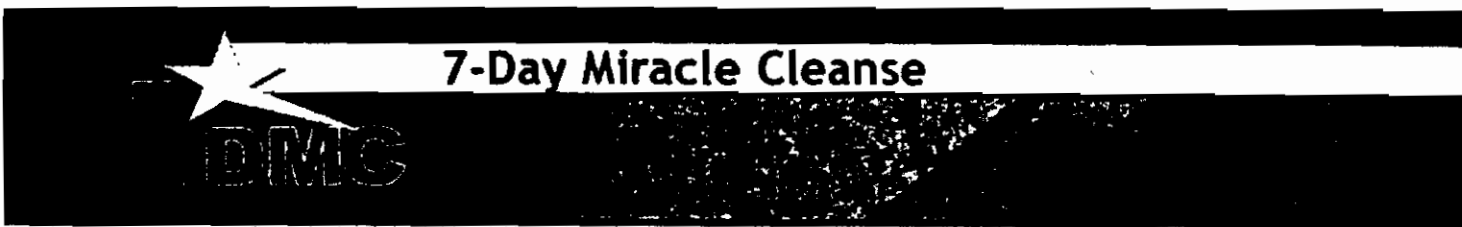
1                   C E R T I F I C A T I O N   O F   T Y P I S T  
23           MATTER NUMBER: 06232344           CASE TITLE: 7 DAY MARKETING, INC.5           TAPING DATE: JULY 31, 20076           TRANSCRIPTION DATE: SEPTEMBER 10, 20077           REVISION DATE: SEPTEMBER 18, 20078           I HEREBY CERTIFY that the transcript contained  
9           herein is a full and accurate transcript of the tapes  
10          transcribed by me on the above cause before the FEDERAL  
11          TRADE COMMISSION to the best of my knowledge and belief.  
1213   DATED: SEPTEMBER 18, 2007  
1415   \_\_\_\_\_  
16   Elizabeth M. Farrell

16   ELIZABETH M. FARRELL

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18                   C E R T I F I C A T I O N   O F   P R O O F R E A D E R  
1920          I HEREBY CERTIFY that I proofread the transcript for  
21          accuracy in spelling, hyphenation, punctuation and  
22          format.  
2324   \_\_\_\_\_  
25   Wanda Raver

25   WANDA RAVER

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## Welcome to the 7 Day Miracle Cleanse!

The **Health Man** created the 7-Day Miracle Cleanse and is considered by many to be the healthiest man alive. After healing himself of a very serious illness, *he rejuvenated his health to a whole new level.* †



**Click here to see our incredible products!**

The 7 Day Miracle Cleanse is one of the leading Colon Cleansing and Detoxification program in America! The Healthman's laboratory has developed a specially-formulated combination of certified organic herbs with high potency for softening of mucus plaque and preparing it for elimination. The removal of mucus plaque is necessary, as it is highly toxic. It should be the starting point for improving all of your health issues, as it suppresses your immune system and causes constipation. In addition, mucus plaque reduces the efficient absorption of nutrients by the blood and slows your metabolism, causing **WEIGHT GAIN**. You will lose weight as a result of completing the 7 Day Miracle Cleanse. You can take control of your health today with the 7DMC. †



The 7 Day Miracle Cleanse includes: a complete colon cleanse, a parasite cleanse, and the Super Boost Greens to keep your body pH balanced.

**Click here to find out what's inside you!**

**Our Products**



7DMC - 00048



## Feel better †

Thousands of people have completed the **7-Day Miracle Cleanse**. Most people who have completed the cleanse report the following results:

- **Weight loss. 5-15 lbs.**  
Get rid of that excess weight that has been accumulating in your system for years . The record is 41 lbs. in 7 days and 128 lbs. in 4 months.†
- **Younger appearance.**  
When you feel good, you look good and tend to look younger.†
- **Release natural energy.**  
Once toxins and poisons are released from the body; it is then possible for the body to release its natural energy.†
- **Elimination of constipation.**  
Removing the undigested residues that are accumulated from eating indigestible foods over one's life time allows the colon to function properly.
- **Help absorb nutrients into your system.**  
After eliminating years of toxins, residues and mucous plaque from the digestive system, your body will be able to absorb nutrients into your system.†
- **Longer life span.**  
The great pioneers of nutrition and wellness, Dr Norman W. Walker (118 years), V.E. Irons (100 years) and Dr. Bernard Jensen (who is 94 years old) were and are supreme examples that cleansing, eating fresh foods and a healthy diet are the key to a long, healthy life.†
- **Elimination of parasites including worms. †**

### Testimonials | About The Health Man | Liver & Gall Bladder Detoxification Cleanse

Weight Loss | Beginning of Disease | Colon Cleansing | Parasites Benefits | High Energy | How It Works | Why It Works

† These statements have not been evaluated by the Food and Drug Administration.  
This product is not intended to diagnose, treat, cure, or prevent any disease. Individual results will vary.



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7DMC - 00049

Exhibit D

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[Click here to read the 7-DMC Instruction booklet!](#)

- Mucous Eliminator
- Super Boost Green Mix
- Parasine 2
- Detox Tea
- 7-Day Miracle Cleanse (Booklet)
- Starter Kit (1 Week)
- Ultimate Cleanse
- Dual Cleanse
- Liver & Gallbladder Cleanse
- LVR-C3

### One Week Kit - *The Starter Cleanse*

The 7 day Cleansing Kit incorporates a unique, organic, herbal, 3 stage process including: the Parasine 2 which rids your body of the millions of parasites that are literally consuming the nutrients from the foods you eat, crucial for health and vitality!

Next, we have the Herbal Mucous Eliminator, a phenomenal product guaranteed to dramatically increase your energy. The Herbal Mucous Eliminator removes the layers from your digestive system that restrict the absorption of nutrients. The average person loses over 10 lbs. in less than 7 days better than any diet and you will regain the energy of your youth.

We also include a 30 day supply of Super Boost Green Mix Specially formulated as a complete natural daily supplement to balance your body's pH and is the perfect alkalizer.

I GUARANTEE you'll feel FANTASTIC after completing this program!

- 1 Herbal Mucous Eliminator (100 Vegicaps)
- 1 Super Boost Greens (100 Vegicaps)
- 1 Parasine 2 (100 Vegicaps)



Purchased separately it would cost ~~\$124.85~~  
 your price: \$89.95  
 Save \$34.90 off the retail price!

[Add to Cart](#)

7DMC - 00050

- 1 Instructional Guide

(PLEASE CONSIDER OUR OFFERS BELOW BEFORE PURCHASING THIS KIT!)

## Dual Cleanse Package

I highly recommend completing more than one cleanse, since a single cleanse will not completely remove the years of build-up in your intestines and may not eliminate all parasites. Completing another cleanse within 8 weeks will help remove the build-up and eliminate most of the parasites. The Dual Cleanse consists of two One Week Starter Kits and therefore is also a great way share with another person. Purchased as two separate kit it would cost \$179.90, but with this package you save \$20.00.

### **Today Save Yourself \$20.00!!**

Buy the 2 Week Package for **Only \$159.95**

- 2 Herbal Mucous Eliminator (100 Vegicaps)
- 2 Parasine 2 (100 Vegicaps)
- 2 Super Boost Greens (100 Vegicaps)
- 2 Instructional Guides



only \$159.95  
Save 20.00 if purchased as separate kits!  
**Add to Cart**

## Family & Friends Package - 4 Full Cleanses

This package is ideal for those of you who want to share the experience and the expense with family or friends, it has enough product to complete four individual kits with four manuals. Purchased as fours separate kits it would cost \$359.80 but with this package you save \$60.00.

### **Today Save Yourself \$70.00!!**

Buy the Family & Friends Package for **Only \$289.95**

- 4 Herbal Mucous Eliminator (100 Vegicaps)
- 4 Parasine 2 (100 Vegicaps)
- 4 Super Boost Greens (100 Vegicaps)
- 4 Instructional Guides



only \$289.95  
Save \$70.00 if purchased as separate kits!  
**Add to Cart**

## The Super Cleanse

This is the Super cleanse, for total body rejuvenation and I and strongly recommend this for those of you who strive for perfecting your body's optimum performance! With this kit you can do a

cleanse every two month and after completing those cleanses you would do one cleanse for maintenance each year thereafter. Order today and **SAVE \$204.35**. Now Only \$349.95.

- 6 Herbal Mucous Eliminator (100 Vegicaps)
- 6 Parasine 2 (100 Vegicaps)
- 1 Super Boost Greens (100 Vegicaps)
- 1 "Health Man" Detoxification Tea 10 oz.
- 1 Instructional Guide



Purchased separately ~~\$554.30~~  
 your price: \$349.95  
 Save \$204.35 off the retail price!

[Add to Cart](#)

### 3 Day Cleanse - Liver & Gall Bladder Detoxification

This 3 Day - Liver & Gall Bladder Detoxification Cleanse flushes the digestive tract of toxins, residues and bile. Purging the Liver of poisonous materials and man made substances to be released and discarded from the body. A healthy Liver is a must to create PERFECT HEALTH! This is a great preparation for the 7 - Day Cleanse. Get started today!



\$59.95

[Add to Cart](#)

### Super Boost Nutrition Pack

The Super Boost Nutrition Pack (30 day supply) includes one individual packet for each day of the month with 3 - Super Boost Greens, 1 - Super EFA Omega 3-6-9, 1 - Cell Defense Antioxidant, and 1 - Daily Multi-Vitamin Supplement with Minerals & Herbs.

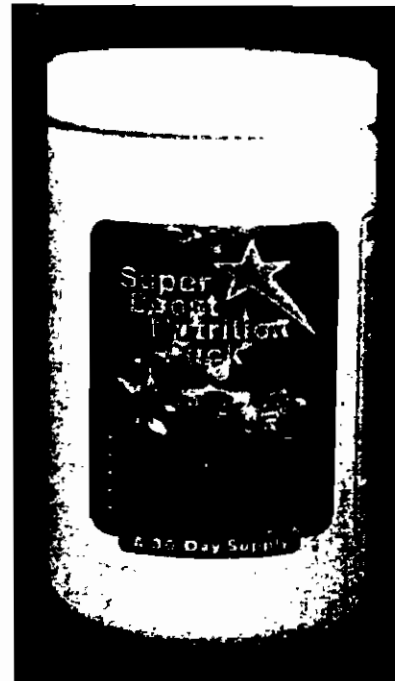
The ingredients in the Super Boost Greens within the individual daily packets are a combination of greens includes Hawaiian Spirulina, Alfalfa, Gotu-Kola, Sea Kelp, Wheat Grass, Orange Peel Powder, and Kelp, making it one of the best sources of protein, vitamins, minerals, chlorophyll, essential amino acids and trace minerals available.

7DMC - 00052



The Super Boost Nutrition Pack exceeds the minimum daily nutrients your body requires to help keep your energy high, keep you healthy and is recommended for daily use. No other Vitamin or supplement will be needed. 30 Individual Packets

[Click here for the Supplemental Facts](#)



**\$39.95**

[Add to Cart](#)

## Herbal Mucous Eliminator

The Herbal Mucous Eliminator is a unique herbal combination to assist in the removal of Mucous plaque (hardened Mucous). It helps the body to cleanse not only the eliminatory canal, but also the liver and other organs. The Herbal Mucous Eliminator is the key component of the 7-Day Cleanse to eliminate and detoxify poisons and foreign matter from the vital organs and cells of the body. This formula has been in use for more than twenty years. It contains Cascara Sagrada, Flax Seeds, Bentonite Clay, Buckhorne Bark, Aloe Vera, Senna Leaf, Peppermint Leaf, Slippery Elm. 100 Vegetable Capsules



**\$39.95**

[Add to Cart](#)

## Super Boost Greens

Our **Super Boost Greens** is a formulation of Spirulina, Kelp, Gotu Kola Wheat Grass, Alfalfa, Barley Grass, Kale and Orange Peel Powder making it one of the best sources of protein, vitamins, minerals, chlorophyll, essential amino acids and trace minerals. It provides necessary nutrition to increase your daily energy during your cleanse, balance your pH level and keep you healthy. After cleansing you should continue with the **Super Boost Greens** to take advantage of all the benefits below.

7DMC - 00053

One of the main benefits of the Super Boost Greens is balancing your body's pH level. A normal level of pH in the body is 7.0, a reading of 6.5 indicates acidic and a reading below 6.0 indicated very acidic with a body more prone to disease. So it's important to keep your body pH balanced, which is why we provide a free pH test kit to help you balance the pH level in your body.

**Spirulina** is an all vegetable protein. It promotes healthy nerves and tissue, and is rich in vitamin B-12, iron magnesium and trace minerals

**Kelp** strengthens the circulatory system, helps lower cholesterol and provides optimum nourishment for the hormonal, lymphatic, urinary, circulatory and nervous system. Kelp is a good source of minerals, calcium, iron and iodine with vitamin A, C, E, K and B complex: thiamine, riboflavin, niacin, B6 and B-12

**Gotu Kola** is used to increase energy, and enhance sexual potency. It helps improve symptoms of varicose veins and strengthening tissue surrounding veins. It is helpful in relieving anxiety and stress.

**Wheat Grass, Alfalfa and Barley** have been proven to benefit the blood cells, bones, glands, hair, kidney, liver, muscles, spleen, teeth and other body parts. It is used in the treatment of many common ailments such as high blood pressure, diabetes, constipation, female problems and colitis.

**Kale** is rich in potassium and folate. It reduces the risk of cancer and protects against eye degeneration and heart disease.

**Orange Peel Powder** is a healthy way to increase Vitamin C intake, thus improving overall health in regards to the increased immunity to cold and flu that Vitamin C provides, as well as aiding digestion and preventing food-related illnesses. 100 Vegetable Capsules

## Parasine 2

The 7-Day Miracle Cleanse captures the essence of nature's beautiful garden. We ensure that our herbs are certified organic. This powerful combination is deadly to



\$39.95

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parasites and worms in the human body, yet has no side effects. Our formulations are encapsulated into vegetarian, plant-based caps. To further protect the herbs from deterioration caused by light and oxygen, it is best to take Parasine 2 before doing the 7-Day Cleanse to eliminate the dead parasites and worms from your digestive tract.

Contains: Wormwood, Senna Pods, Black Seeds, Green Black Walnut Hulls, Pumpkin Seeds, Cascara Sagrada, Organic Cloves, Brucea, Wormseed, Bioperine Extract of 100 Vegetable Capsules



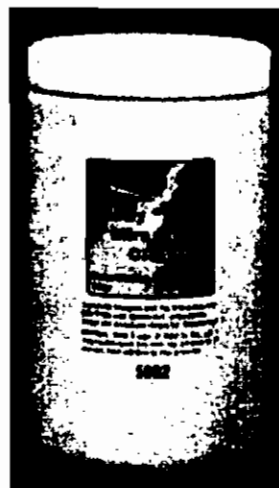
\$39.95

Add to Cart

## "Health Man" Detoxification Tea

This extraordinary, unique combination of organic ingredients will help keep your mind sharp and alert during the cleanse. It's very stimulating and aids in eliminating toxins and other residues in the digestive organs. It is based on an ancient eastern formula. Great to drink daily!

Detoxification Tea (bulk): Milk Thistle seed, Dandelion leaf, Pau D' Arco, Orange peel, Ginger root, Gingko leaf, Burdock root, Gotu kola, Fenugreek seed.



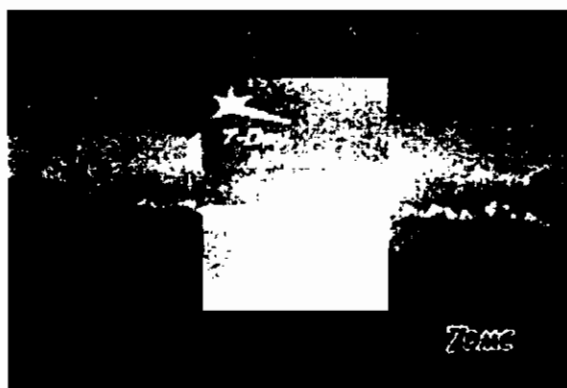
\$29.95

Add to Cart

## 7-Day Miracle Cleanse (Booklet)

This book is a step-by-step instructional guide to successfully completing the 7-Day Miracle Cleanse, and very importantly, a follow up gourmet recipe section. One of the simplest guides to removing Mucous from the intestinal tract and detoxifying the vital organs and cells of the body. Your insurance policy to a vibrant life. Every household should own a copy.

The book includes the key steps for success in losing weight, looking younger, preventing sickness and disease, creating high energy, achieving



\$5.95

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perfect health!

Add to Cart

## Natural Science Prostate Relief

- Enlarged Prostate
- Frequent Urination in Males
- Elevated PSA

Prostate Relief contains herbs that cleanse the kidneys and bladder in males and reduces swelling and inflammation of the prostate gland. Used for the prevention and treatment of all prostate disorders.

This formulation has broad beneficial potential for the following symptoms: Prostatitis, frequent urination in males, enlarged prostate, penile discharge, yeast in the male urinary tract, and elevated PSA.

Prostate Factors is a specific formula for Prostatitis and this herbal combination functions as a cleanser, detoxifier, and strengthener of the prostate. 120 Capsules



\$39.95

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## 7-Day Miracle Cleanse

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### WhyCleanse?

"Out With The Old, In With The New....."

Your whole digestive system is responsible for one thing: absorbing nutrients into your bloodstream and getting the wastes or toxins out. Our modern diet of cooked and processed foods causes an accumulation of residue composed of old food, dead cells, and mucus which coats the digestive system, in particular the large intestine (colon). After years of build-up this layer can reach up to 1/4th of an inch in thickness. This may not seem like much, but the intestinal wall where nutrition is absorbed is itself only about a 1/4th of an inch thick. The pictures below are examples of the hardened mucus that exists within almost every human being. This material is the primary cause of poor health.



Hardened Mucus  
From The Large Intestines



When your digestive system cannot function properly or efficiently, toxins and waste products build up making a perfect breeding ground for harmful bacteria, sickness, and diseases. At the same time your body is not receiving the nutrition it needs to function at its maximum level. It has been determined by the medical community that the proper balance of bacteria in the intestinal tract for optimum health is at least 80% beneficial bacteria and 20% harmful bacteria, but the typical person is just the opposite, with 80% bad and 20% good bacteria. It's no wonder the average person gets sick year after year with the same illnesses to which they should already be immune.....**CLEANSING THE COLON**

[Click here to take a look at the 7-day super cleansing process!](#)

[Click here to take a look at the 7-day ultimate cleansing process! \(optional\)](#)

7DMC - 00057

**[Click here to take a look at the liver cleansing process!](#)**

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### Miracle Cleanse Testimonials

"The **7-Day Miracle Cleanse** is heaven sent. My back pain is gone, my headaches are gone, and my eyesight is so good I don't need glasses any more. I eliminated over 10 pounds of hardened mucous. My bowels are regular for the first time in my life! The **7-Day Miracle Cleanse** is so simple everyone should learn it! My prostrate condition is gone. My sex life is back. Thank you!"

C. Baldwin Austin, Texas

---

"My health and weight was at its worst. I've tried almost every weight loss program there is. I always felt fatigued, depressed and it seemed to get worse day, after day until I started the **7-Day Miracle Cleanse** tm. I lost 45 pounds in 2 months and my health problems are gone. I look and feel 10 years younger. I have so much energy people asked me what has changed in my life, I say the **7-Day Miracle!**" tm

S. Johnson Beverly Hills, California

---

"I'm a mother of 3 children and 33 years old. I was a size 3 before having kids, and a size 12 after. My energy was low, my complexion was bad, and my eating habits were poor. Now I feel so clean inside, I sleep like a baby, my complexion is shining and I am a size 3 again. My energy is unlimited; I'm on top of the world! Thank God for the **7-Day Miracle Cleanse** tm. I couldn't imagine what my life would be today without it."

F Bacon Manhattan, New York

---

I had many health problems. My doctor had me on many pills for many symptoms. My blood pressure was very high and after my first 7-Day Cleanse my blood pressure was normal. I also found the recipe section very helpful to change my diet forever, Thank You for your efforts.

King St, Louis, MI.

---

I'm writing you to tell you that the 7-Day Miracle Cleanse really works, I am truly amazed. I had arthritis in my right elbow very badly. I could not lift anything with my right arm. After about the 5th day on my first cleanse the pain started to lessen. I have stopped eating all acid forming foods. It has been 3 months, and I have completed two cleansing programs. My pain is completely gone. Keep up the good work, S. Harns Houston, TX.

---

My weight was 305 lbs. and I was diabetic. I had been going to the doctors for health all my life. After the first cleanse, I lost 27 lbs. within the first two weeks. I went back to the doctor for a check up and I no longer had diabetes. The results are that I no longer need insulin and I lost a total of 75 lbs. in 4 months. I have been recommending your product to all of my friends. It would be great if you advertised more, so lots of people can have to opportunity.

J. Cummings

---

I am 29 years old my health has generally been good, however 4 years ago I was diagnosed with endometriosis and told that I would never have children. Doctors began with a 9 month course of birth control to be followed by Danocryn, which I did not take. Symptoms worsened so I turned to holistic medicine with herbs and magnets. Shortly after that I was introduced to the 7-day miracle cleanse program. I completed it last January with great success. My whole life has changed for the better. Since then I have continued to cleanse and eat raw foods. The great news is I found out I am going to have a baby! The greatest gift that I could give myself was the cleanse I truly feel blessed. And I have more energy than I know what to do with. I look and feel younger. Thank You God Bless You"... J. Summer Springfield IL.

---

"...My father was 85 years old and did not wake up one morning. Instead of calling an ambulance and taking him to the hospital we kept him home, for 3 days I massaged



his entire body through out the day. Then a friend and I would administer a colon irrigation, shortly there after he woke up. We immediately start him on the 7- day miracle cleanse program, I could not believe how much glue like material he passed. It was no wonder why his body just shut down one day..." - J. Buccieri, Beverly hills CK

---

I am a mother of three before I had children I was chronically constipated all. the time. My first two pregnancies where very uncomfortable. After my second child It took me forever to recover my husband had just finished the 7- Day Miracle Cleanse program and I saw what it did for him. By the end of my third pregnancy we had changed our diets to mostly raw fruits and vegetables and cut meat out Altogether. After I had the baby I started the program I felt great and Could not believe how much breast milk was producing and how fast I healed. Now I have bowel movements alter each meal. I honestly think I will never get sick again!" L. Busler Lancaster CA

---

I am 23 years old and I had not had a bowel movements in almost a month! The doctor wanted to perform a colostomy ( remove my colon) and charge my insurance company \$100,000 for the operation. I did not do it. A friend told me about the 7-day miracle cleanse program I started the program immediately alter 2 days I had passed a huge stale slimy very black stool and the smell was unbearable. I now have nominal bowel movements Thank God for the 7~y miracle cleanse program for I would not have my colon today..." H.Barnes Vancouver WA

---

"...I have a hyperactive colon said my doctor. I also had severe abdominal -us and blood in my stool. my friend recommended the 7-day miracle cleanse program I had a complete cleansing kit rushed to me. After I completed the program I was no longer bleeding and I had no more pain. I realized I had to change my diet after seeing for myself the many feet of sticky black mucous plague that came out of me it felt like many years where lifted from me. I became younger. I have told all my friends..." T. Blankenship NY, NY

---

"...Your program is easy and the most effective of all the cleansing programs I have completed. It was \_ truly a very spiritual experience after the 5th Day I felt a real connection with my God-like self. Peace and Love to everyone " B Davis Palm Springs CA.

---

Here in New York City we like to think we have it all here, but I must admit we do not have anymore effective cleansing program than the 7-day miracle cleanse program. Your program is becoming known here by many. K. Kennedy Manhattan NY

---

I was suffering from chronic migraines for 10 years, always lagging. While doing the cleanse my energy went to a level I could have never imagined possible, my eyes and face brightened, my skin became smoother, my constant need for more sleep disappeared I feel better than I have in 10 years and more alive since doing the cleanse Your product is superior haven't had a migraine since, it has been 5 months!.  
"C. Chung Malibu, Ca

---

" My experience to date ( I am 3 days into it ) It has been exciting. It really works! I already feel cleaner inside and I have more energy. My first time on of the program was negative I felt that I would have to sit by the toilet and just drink juice the whole week. I found this not to be true and had a pleasant experience instead "- C. Harris Eugene OR.

"...I feel better than I have in a long time and I only just started the program My blood pressure is now normal without need for medication after years of doctoring.... My hair and skin look and feel better and cleaner. I am sleeping better than I have in 40 years. I fall asleep faster and awake alarm in the morning and without an alarm.  
Thank You 7-day miracle cleanse G King Spokane WA

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### Contact Us



**Customer Service**  
**(800) 676-5067**  
**Mon-Fri 7:00am - 3:30pm PST**

Or write:

**7 Day Marketing, Inc.**  
**7271 Paramount Blvd**  
**Pico Rivera, CA 90660**



e-mail: [csv@7dmc.com](mailto:csv@7dmc.com)

**If you are interested in re-selling our products please email [info@7dmc.com](mailto:info@7dmc.com)**

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### CustomerService

#### Customer Service

If you need more information on a product, or if you want to inquire about an order or a charge, please call us at (800) 676-5067 Monday - Friday 7:00 AM to 3:30 PM Pacific Standard Time.

#### How to Shop

##### ONLINE

1. Click on "Products" link on top of the page.
2. Click the "Add To Basket" button to add a product to your shopping cart.
3. To remove a product from your cart, click the "Remove" button on the Basket Contents page.
4. To continue shopping, click on "Continue Shopping" link on top of page.
5. Once you have finished shopping, click the "Check Out" link on top of Basket Contents page to start the secure checkout process.
6. If you get a blank screen after clicking the "Check Out" graphic, make sure "Cookies" are enabled in your browser.

For Customer Service please call: (800) 676-5067 Monday through Friday, 7:00am - 3:30pm PST

or email us at: [csv@7dmc.com](mailto:csv@7dmc.com)

To purchase our products by check:

Send us a check or money order (for the price of item plus tax & shipping charges) to the following address:

**7 Day Marketing, Inc.**  
7271 Paramount Blvd  
Pico Rivera, CA 90660

#### Payment

Order online and pay with a Visa, MasterCard, Discover, American Express or PayPal. Order by mail using a check or money order.

#### Return / Refund Policy

All items come with a 30 day money-back guarantee. We want you to be able to evaluate our products for a full 30 days, therefore we will refund your money if we receive an item back from you within 45 days of the shipping date (Invoice date). You must return all items you wish to have refunded, including any empty bottles. You will receive a full refund, less the shipping and handling fee and any sales tax applicable to that fee.

**Shipping & Handling** (Shipping & Handling fees are not refundable)

<b>Product</b>	<b>Shipping Charge</b>
Starter Kit - The 7 day Cleansing Kit	\$9.95
Two Week Cleansing Kit	\$14.95
The Ultimate Package 6 Week Kit	\$24.95
3 Day Cleanse - Liver & Gall Bladder Detoxification	\$9.95
Herbal Mucus Eliminator	\$5.95
Health Man Detoxification Tea	\$5.95
Parasine 2	\$5.95
Super Boost Nutrition Pack	\$5.95
Natural Science Prostrate Relief	\$5.95
Super Boost Green Mix	\$5.95
7-Day Miracle Cleanse (Booklet - 56 pages)	\$5.95
LVR-C3	\$5.95

[Weight Loss](#) | [Beginning of Disease](#) | [Colon Cleansing](#) | [Parasites](#) | [Testimonials](#)

[HOME](#) | [7-DMC](#) | [Benefits](#) | [High Energy](#) | [How It Works](#) | [Why It Works](#)

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# 7-Day Miracle Cleanse

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## WeightLoss

Most Americans feel that they're overweight. I have some good news; your body knows exactly the perfect weight for you, if you could only stop fooling it into thinking that you're starving all the time. That is, your body can't absorb the nutrients it needs because the main organ responsible for absorption, your large intestine, is coated with hardened mucus and debris. It makes perfect sense that if you remove this old hardened mucus material it will allow the large intestines to absorb the proper nutrients. The glandular system will balance itself. The thyroid will balance the production of thyroxine and you will lose weight. †

Give your glandular system the ability to metabolize fat. Balance the body through this detoxification program, along with proper nutrition, and you can achieve a perfect normal body weight for yourself.

Producing happiness is easy; all it takes is the RIGHT EFFORT!

Get started and complete the cleanse, the booklet includes a follow-up recipe section so you can change your diet with fresh foods and juices. Change is needed for long-term results. Forget about drastic weight loss fad diets. You will complete six 7-day programs in the first year, and 1 program every 6 months thereafter to maintain a clean digestive tract. After completing your first 7-Day program you are going to feel something you haven't felt since you were a child and that is .....**HIGH ENERGY.**

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## 7-Day Miracle Cleanse

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### **BeginningOf Disease**

Dr. Bernard Jensen said, "Every tissue is fed by the blood, which is supplied by the bowel. When the bowel is dirty, the blood is dirty, and so on to the organs and tissues."

*Attack the cause, not the symptom...*

Your body contains almost all the resources it needs to fight off any disease or sickness if it is unencumbered by the things that slow it down or cause it to function erratically. If you attack the cause of the problem, instead of the symptom (e.g. surgically removing a tumor attacks a symptom) then the body's own healing and balancing systems can do their job to the fullest to regulate and to metabolize body weight, heal and prevent major and minor illnesses and restore vitality. This, in turn, affects your appearance, causing you to look and feel younger. Artificial, quick cures, including pills and surgery don't get to the root of the cause, The 7-Day Miracle Cleanse attacks the cause of most sickness and disease by removing the hardened, rubber-like, mucus layers which promote sluggish muscle tone and the inability of the large intestine (colon) to eliminate properly. Attacking this pollution and congestion allows the body to begin its own.....SELF HEALING.

Once mucus residues begin to form on the walls of the intestinal tract it encourages more hardened mucus plaque layers to form because the colon becomes sluggish, making the development even easier. Any accumulation of toxins and harmful bacteria compromise the immune system by polluting the bloodstream and lymphatic system. The body collects these toxins in the weakest part of the body. The symptoms of disease are generally the result of a toxic colon. Disease can only be overcome when we address the cause, rather than by treating the symptoms. The "7 Day Miracle Cleanse"™ attacks the cause by removing the hardened mucus layers which are the source of most disease.

### **Sickness And Disease Aren't Natural**

Due to conditioning that leads to poor eating habits, most people over the age of seven start to develop problems in their intestinal tract. These problems may be the beginning of a number of sicknesses and diseases such as a bad complexion, premature aging, fatigue, cancer, diabetes, etc.

It is imperative to keep your digestive tract free from hardened mucus, as it is estimated that at least 90% of disease can be contributed to an unhealthy and filthy digestive tract. The bowels and colon should be free of mucus and cared for in the proper way before effective healing can begin.

As people get older and the mucus layers start to accumulate, malnutrition and toxemia can result in a diseased colon among other unhealthy conditions.

We must periodically remove these hardened mucus layers throughout our lives in order to live with clean, healthy and disease free conditions.

This hardened mucus is like hard rubber. One would have a difficult time cutting it. Many autopsies reveal that the colon can be so impacted that it can balloon. In extreme cases the colon can be stretched up to 12" in diameter with only tiny holes for the stools to pass through. A healthy colon weighs about 4 lbs.. Most people carry around *5-15 lbs. of impacted fecal matter* in their colon. This causes their bellies to protrude outward. Don't let a flat stomach fool you. This hardened mucus can be loaded with toxins, dead cells and parasites, along with gross filth. We hope at this point you are beginning to realize the necessity of a clean intestinal tract.

The body works as one organism, but the house cleaning begins in the intestinal tract. Get busy and start the cleansing process...Why 7-DMC

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## 7-Day Miracle Cleanse

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### Parasites And Worms



*Human Ascaris Parasite*

Parasites thrive on an unhealthy intestinal tract. Mucus is a perfect breeding ground for parasites. It has been estimated that over 90% of the population in the U.S. is infested with parasites. Over 50 millions children have worms. Worms are one of our deadliest enemies. Parasite infestation is growing at an alarming rate, due to people eating less fresh fruits and vegetables and eating more cooked and acid forming foods. Many health problems start with worms as parasites colonizing throughout the digestive tract and vital organs. The most common symptoms are lack of energy, bowel problems, chills, fever and even epilepsy. **The 7 Day Miracle Cleanse**™ begins the removal of this breeding ground by removing their ideal environment of mucus and filth in the intestinal tract.

### Purify And Cleanse Yourself

#### Cleanse The Internal Body

#### And Emotions

#### The Way God Intended It

#### To Be!

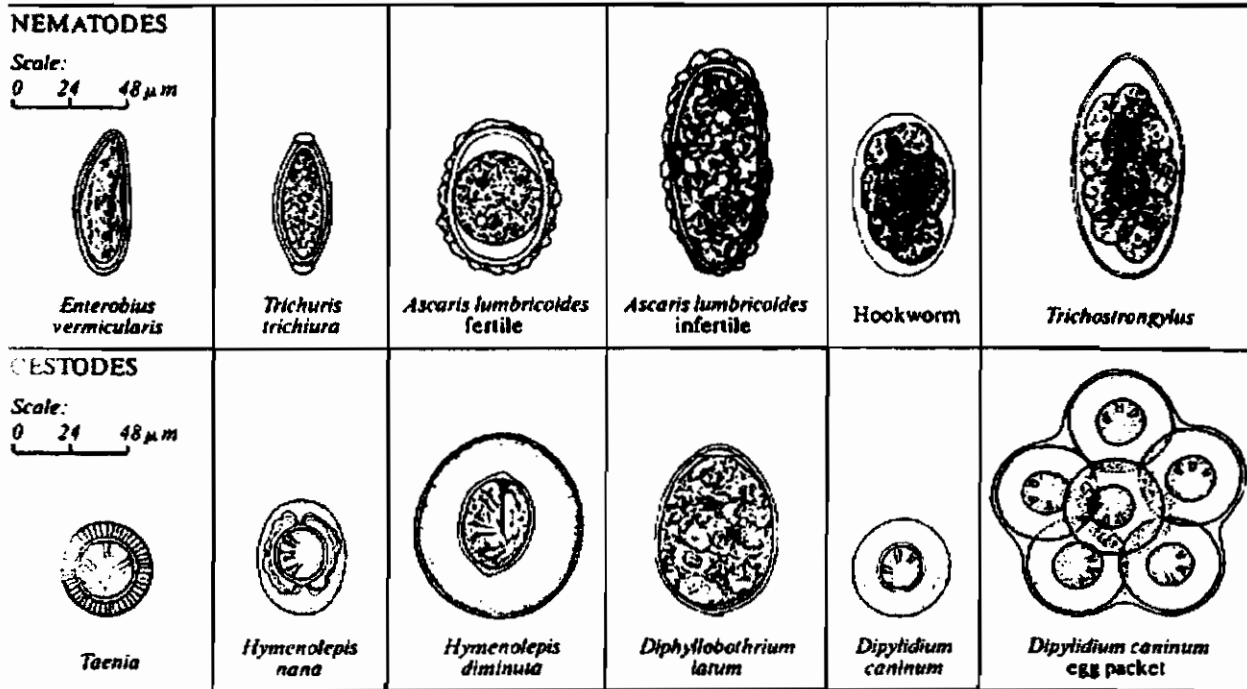
Very few people are aware of the necessity of removing harmful bacteria from the intestinal tract and replacing it with healthy bacteria. This will produce a strong immune system and increase calcium, vitamins, amino acids, and control acidity in the intestines. When unhealthy bacteria dominate good bacteria, a weak immune system, vulnerable to

isease and sickness may result. The **7-Day Miracle Cleanse**™ prepares the intestinal tract for the healthy bacteria necessary for a strong immune system.

aking our specially formulated Parasine 2 is recommended before you do the actual 7-day cleanse because it eliminates parasites including worms. The cleanse eliminates the dead parasites from your digestive tract.

## ntestinal Parasites: Comparative Morphology

Nematode and Cestode Eggs Found in Stool Specimens of Humans:



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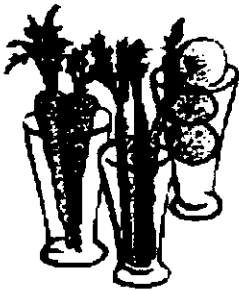


# 7-Day Miracle Cleanse

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## The Road To Vibrant Health

Since the body is composed of living cells and enzymes it is best to nourish it with foods that can supply the cells with the living nutrients and enzymes it needs. Enzymes are the catalysts for proper digestion and assimilation. They aid in converting one substance into another that the body needs for nourishing the billions of cells. Without live enzymes, the cell deteriorates and degenerates, losing its charge and life force. Cooking destroys food enzymes causing a lack of energy. Cooked foods lack the substances your cells need to function properly.



The highest concentration of essential nutrients are found in fresh fruits and vegetables and their juices, and also in raw nuts and seeds. These fresh fruits and vegetable juices will bring a vast amount of nutrients into the blood within minutes, stimulating the pineal gland located in the brain. This stimulation energizes the entire body resulting in a vibrant, energetic charge that fills you with a vitality you haven't felt since you were a child.

You might be thinking, "Yeah, that's great but do I have to give up Mc Donald's and espresso?" **NO YOU DO NOT**, but by trying just one 7-Day Miracle Cleanse™ you will probably be more concerned with how you can maintain this energetic feeling with a Big-Mac. I could go on all day and about how *euphoric* and *vitally alive* you will feel during your first cleanse but you simply must experience it for yourself. Here are the.....**BENEFITS.**

Any Questions Send An E-mail

7-DMC



Weight Loss | Beginning of Disease | Colon Cleansing | Parasites | Testimonials

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### Do You Need To Cleanse?

The average person uses only 10% of the nutrients in their food! †

Over the past 75 years, the standard American diet, lifestyles and environment have changed dramatically, placing a huge burden on our eliminative systems. Diets centers on refined foods, meats, and dairy products have left our colons clogged and often unable to self cleanse. Tiny hair-like projections called *villi* lining our colons absorb nutrients and carry them into the blood. When the colon walls are coated with hardened mucous plaque, the villi cannot function properly. We live not by what we eat, but by what we digest, absorb and assimilate. Even the healthiest organic diet won't be any better than the worst diet, if the colon is not clear of this filth. After cleansing, many people find that they can eat 1/3 - 1/2 the amount of food they ate before, yet feel more energized because of the better absorption and assimilation. Cleansing clears out the old layers of wastes and unfreeze the peristaltic muscles so you can once again "self cleanse" as nature intended.

Pollution causes a toxic inner environment. Since World War II, the amount of pesticides, pollutants and toxic waste in our environment has increased dramatically.

Most of us walk around with toxins circulating in our bloodstreams. No wonder we feel tired, sick, overweight and generally uninspired! Greater stresses, rushed lifestyles and lack of exercise have also taken their toll.

13 common symptoms of toxicity:

1. Headaches
2. Skin problems
3. Bad breath or body odor
4. Candida
5. Depression
6. Mental dullness
7. Low energy

8. Stomach bloat or gas
9. Poor digestion
10. Weight gain or unnecessary weight loss
11. Constipation
12. Premature aging
13. illnesses & degenerative diseases

Your liver can only detoxify so many of these poisons before it becomes overloaded and weak. In some cases, the liver stops functioning altogether, leading to serious diseases like jaundice. A weakened liver also keeps toxins circulating through your blood longer, increasing the level of toxicity. The increase of food-borne and water-borne intestinal parasite infections may be responsible for many illnesses, including stomach flu and chronic fatigue.

clean body = clear thinking

We can't expect to have sharp minds and luminous spirits when our bodies are polluted. Many people report more clarity, greater alertness, overwhelming joy, incredible insight, and even better sex after cleansing!

## Vibrant Health

What is Vibrant Health? People tell us all the time that they have heard of vibrant health but don't really know what it is. Once you have began the **7-Day Miracle Cleanse™**, and start drinking fresh vegetable and fruit juices your cells will become very active and if you were to look at your blood under a microscope you will see for yourself.

In fact this effect will produce a vibration through out your body especially your pineal gland in your brain, creating emotions of happiness eliminating negative emotions, and you will feel energy second to none, leaving you feeling on top of the world!! Just read these **Testimonials!**

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# 7-Day Miracle Cleanse

## A Professional Detoxification Program

The Health Man with Elaine Davis

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Cleansing Programs 1 and 2  
Ultimate Cleanse  
Frequently Asked Questions  
about the 7 DMC Liver Program

#### Why Cleanse?

1. Detoxification
2. Constipation
3. Colon Cleansing (optional)
4. pH and Health
5. Achieving Perfect Weight
6. Fighting Alzheimer's Disease

#### Components of the 7-Day Miracle Cleanse

- 1. Herbal Mucus Eliminator
- 2. Parasites and Parasine 2
- 3. Super Boost Greens
- 4. Detoxification Tea (purchase separately)
- 5. Fresh Juices

#### A Message from the Health Man

Recipes for Better Health

Vitamins, Minerals, Antioxidants

Fruit and Vegetable Chart

Recommended Reading

## The Cleansing Programs

The first step in completing the 7-Day Miracle Cleanse is to determine which of the two program types would best fit your lifestyle, goals, and needs. You can choose between Program 1, the "Super Cleanse" and Program 2, the "Ultimate Cleanse".

### Program 1: The Super Cleanse, an overview

This is a 7-day program that allows for a small salad and soup to be eaten on each of the seven days, in addition to the other products. The results can be very good with this program, but the best results are obtained from the Ultimate Program. The Super Cleanse is designed for people who cannot imagine refraining from eating solid food for seven days; however, once this program is completed, it is then easy to envision completing the Ultimate Cleanse Program in the future.

### Program 2: The Ultimate Cleanse, an overview

This program will produce the best results in almost every aspect of your health! It is designed for removing hardened mucous plaque from the digestive tract: the key to achieving PERFECT HEALTH! It will be one of the most incredible journeys of your life so be prepared for change. Many issues may arise during this cleansing process because when the body releases high levels of toxins and parasites into the bloodstream, your body goes into a healing crisis until it finds a way that can enable it to get rid of the toxins. The 5th, 6th, and 7th days are the best because the herbs have had time to soften the mucous plaque, making it easy to dislodge from the walls of the colon. Not only can you expect to lose 8-15 pounds from the chin, hips, thighs and abdominal areas, you will also look and feel 10 – 20 years younger, and experience a dramatic increase in energy and vitality. Ideally, you should complete six of the 7-day Ultimate Cleanse programs in the first year. This will help return your colon to its original shape and remove the source of most sickness and disease - the hardened mucous plaque existing in it. †

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## Preparing for the Cleanse:

### Parasine 2 and Super Boost Greens †

After choosing which program you will complete, it is important to prepare for your cleansing journey. Here are some easy steps to help you prepare the pH level in your body and to enjoy a successful cleansing experience. First, ten days before starting your cleansing program begin taking the Parasine 2. Take ten capsules a day until the bottle is empty. The capsules should be taken before bed with either water or juice. This is one of the best parasite eliminators available.

Each morning, take six capsules of the Super Boost Greens with water or fresh juice. The Super Boost Greens mix acts as an alkalizer to build your alkaline reserves. If available, drink at least one ounce or more of wheatgrass juice per day for at least five days before starting your cleanse. Increase your intake of fresh vegetable juice during these ten days, as well. During these ten days, eating mostly alkaline foods such as fresh vegetables and fruits and their juices will almost assure you of achieving the recommended pH for starting the 7-day programs. Eliminating items such as coffee, alcoholic beverages, meats, dairy products, white bread, and sugar products are equally important because they are very acid-forming.

## The Cleanses

## Program 1: The Super Cleanse †

The Super Cleanse is a 7-day program that provides for you to eat only fresh vegetables or salads and fresh fruit each day. These are the ideal foods for seven days. It is not as effective as the Ultimate Cleanse, but it is still very detoxifying and you will enjoy the wonderful benefits of cleansing.

On each of the seven days, you will repeat the following instructions:

1. Take seven capsules in the morning and seven capsules in the evening of the Herbal Mucus Eliminator with either juice or water.
2. Take six capsules of the Super Boost Greens with either juice or water.
3. (Optional) Drink two cups or more per day of Health Man Detoxification Tea. (Purchase separately)
4. Drink as much fresh vegetable juice as possible, such as carrot juice or carrot juice combinations.
5. Ideally, you should consume only fresh vegetables or salads and fresh fruits each day.

## Program 2: The Ultimate Cleanse

This program really works, it's simple, and it's for both young and old. The 7-Day Miracle Cleanse Ultimate Cleanse program includes a resting period for your digestive organs. Only fresh juices and herbs will be consumed. Juices take very little energy to digest and are assimilated in minutes. You are going to "clean house" in your body. Millions of dead cells inside you are going to be burned up and discarded. During your cleanse, the focus will be on the colon, the most important organ in your body. Imagine a 40-year-old pipe in your house with layers of slime that have built up and hardened so much that you can barely cut it with a knife. That is what happens inside your colon, except the slime is analogous to mucous plaque. Your colon is like a sponge with pores designed to extract the final nutrients in your bowels as they pass through the five feet of your colon. So, visualize a rubbery material as hard as that of the tires on a car, this rubber-like material exists in about 99% of the population. You can be almost assured of having this condition. Most people have a build-up of hardened mucus at least ¼ of an inch thick on the walls of their colon. People who are overweight are likely to have a much thicker layer. You can eat the healthiest foods available and yet extract very little, if any, nutrients. The average person absorbs less than 10% of the nutrients from food. First, you must clean out this rubbery, hardened mucus layer. A clean colon can absorb 70 to 100% of the nutrients contained in food, allowing you to flourish with vibrancy and vitality. You must clean out the old (mucous plaque) and bring in the new (habits). This is the beginning of the road to perfect health, perfect body weight, and high energy, looking and feeling younger, and living a healthy and vibrant life.

Keep thy colon clean! You need to follow the instructions for preparing for the cleanse but you also need to prepare yourself mentally and physically for the cleanse so that you do not give yourself any excuses to abandon the program. The 7-Day Miracle Cleanse will be one of the most incredible experiences of your life. It is very important that you complete the preparation. You must bring your body through the transition from eating bulky foods to eating fresh fruits and vegetables and their juices. The transition will make it easy for you to be successful. Complete the full 7-day course. Remember, you have a lifetime of hardened food residues impeding your health, so take 7 days of your life and start removing the layers. Know why you are going to complete the cleanse, whether it is to improve your health, to reduce your weight, or to clear your complexion. It also helps if you have family around to be supportive while you are doing your cleanse. Now let's get to the cleanse!

### Items needed to begin the Ultimate Cleanse:

enema bag, or a colonic therapist. (Look in the yellow pages or call the International Colonic Therapist Association.) A juicer or a source of fresh juice for each day. The fresh juices will supply you with the nutrients your body will need daily. 7-Day Miracle Cleanse Herbal Mucus Eliminator will aid in the loosening of the hardened mucous layers in your colon. 7-Day Miracle Cleanse Super Boost Greens is your vegetable protein to help maintain your strength. (Optional) Health Man's Detoxification Tea (purchase separately) Potassium Broth

**Potassium Broth Recipe**

- 1 potato
- 1 carrot
- 1 onion
- ¼ head of cabbage

Cut all vegetables into large pieces and steam them in six cups of distilled water for 5-8 minutes. Season them with vegetable salt, Bragg's liquid aminos, or Herbs de Provence. You can purchase these seasonings at your local health food or natural food store. Remove the vegetables from the broth and do not eat them.

On each of the seven days:

In the morning, prepare or purchase ½ - 1 gallon of fresh juice such as carrot, apple, watermelon, cantaloupe, or grape. If you have Candida, do not use fruit, carrot, or beet juices. (See section on Candida) Most people drink ½ - 1 gallon of fresh juice each of the seven days, depending on the weather.

Take seven capsules of the Herbal Mucus Eliminator in the morning and seven capsules before bed. These can be taken with either juice or water. Take six capsules of Super Boost Greens in the middle of the day with either juice or water.

You can drink as much Potassium Broth as you desire.

(Optional) At least two times per day, drink one cup of Health Man's Detoxification Tea. Instructions for preparation are on the label. You can drink the tea as often as you like throughout the seven days. (Purchase separately) On each of the seven days, you will either take a series of enemas or receive a colonic. A colonic should be administered by a colonic therapist (see the Yellow Pages). Try to not exert too much energy throughout the day. Rest as much as possible and do not try any rigorous exercise such as running, weight lifting, aerobics, or cycling. These exercises will cause too much fatigue. Instead, try walking, yoga, breathing, or meditation. Avoid stressful situations and stay focused on your goals. Write down on paper what those goals are and place it on your bathroom mirror so you will read it daily. Keep in mind that the Herbal Mucus Eliminator usually takes 4-5 days to prepare and soften the hardened mucous plaque so that it will dislodge from the walls of your colon during your colonics. You will notice this material as it is expelled because it will be black in color and have a ghastly odor. You should eliminate 5-15 pounds or more of this putrid material during the 5th, 6th, and 7th days of the program. It is truly amazing!

**Day-by-Day Instructions for the Ultimate Cleanse DAY ONE** – When you first get up in the morning, take seven capsules of the Herbal Mucus Eliminator with either juice or water. You can drink as much juice as desired throughout the day and since the juice is your food for the next seven days, you should drink a lot so that you will not let yourself become hungry and discouraged. Drink at least ½ gallon per day. Most people consume more than one gallon per day. In the middle of the day, take six capsules of the Super Boost Greens with either juice or water. Drink at least one cup or more of Health Man's Detoxification Tea. (Optional, purchase separately) For those who will be using enemas, use warm water and administer several times. Try to hold the water in as long as you can before you expel. If you experience any cramping, don't be alarmed; simply take two fingers and massage the area gently. This will assist the bowel to dislodge mucous plaque and be eliminated. It is a new experience for some of you but see it through because it gets better. Your first day, you will eliminate the most recent waste from your bowels. On the 4th, 5th, 6th, and 7th days, you will be eliminating the hardened mucus layers. You may experience headaches or nausea if you are highly toxic but they will pass so do not become discouraged. Your digestive organs are releasing toxins, poisons into your bloodstream. It will take a day or two for your body to eliminate this pollution from your body. Just remember, you are cleaning house. Before going to bed, take seven capsules of the Herbal Mucus Eliminator with either juice or water.

**DAY TWO** – You will repeat day one. You may feel a little lighter, but don't overextend yourself; take it easy and relax as much as possible.

**DAY THREE** – You will repeat day one. Your cells have started to rejuvenate, you're starting to see changes in your face, hips, and chin. Continue to relax as much as possible. Go to the beach, take a walk, or do yoga.

**DAY FOUR** – You will repeat day one. You may experience emotions that you may have never felt before. Your mental acuity will increase. You may begin to feel very spiritual, happy, and young. These thoughts will usually distract you from thinking about food. You should now realize you do not need to eat three meals a day because your body accumulates too much waste and too many residues which are very taxing on the digestive organs. Enemas should be increased to 15 times a day.

**DAY FIVE** – You will repeat day one. Try to stay quiet throughout the day and avoid stress. Today, you should eliminate plenty of hardened mucous plaque during your enemas.

**DAY SIX** – You will repeat day one. You should do one enema in the morning and one in the evening. Remember, days 5, 6, and 7 are the best days because the herbs have activated the mucous plaque and it will begin to detach from the walls of your colon. It is in your best interest to finish all seven days. The overall goal is to eliminate the old mucus layers from your digestive tract. By now, you have probably gone through many changes both emotionally and physically. You are doing a great job, with just one more day to go.

**DAY SEVEN** – You will repeat day one. You made it. Congratulations, you are on your way to perfect health. Finish out the day and tomorrow, you can eat.

**DAY EIGHT** – You have completed your 7-Day Miracle Cleanse Program. Now you can begin eating. Remember not to eat too much because you are restarting your digestive system and you do not want to overload it. You do not want to just eat anything on your first day off your cleanse. Eat only soft fruits like pears, bananas, peaches, avocados, or strawberries. It is important that you do not cleanse longer than seven days at a time. After seven days, the natural vitamin C will need to be replenished so it is recommended to break your cleanse for at least three days. Then, if you wish, you can begin another cleanse.

**NOTE:** It is recommended that you consult a naturopathic doctor, colon therapist, or someone knowledgeable regarding intestinal cleansing. If you wish to proceed, remember to be intelligent and follow all instructions. If you have had any part of your colon removed, consult your doctor before attempting this program. Be healthy! This program is about using your common sense. To cleanse is to purify!

## After Your Cleanse

If this is your first cleanse, you should complete six cleanses the first year, one every seven weeks. After the first year, complete one cleanse every six months to maintain a clean digestive tract. You will be ready for your next cleanse in seven weeks. If you chose the Super Cleanse this time, perhaps you will feel more confident and want to try the Ultimate Cleanse in seven weeks.

On day nine, you can resume eating a healthy diet. Do not go back to your previous unhealthy eating habits. If your diet is not healthy, you should improve it or you will return much more quickly to a toxic state.

If your diet is not very good and if you have the will to improve it, here are some tips:

- If you were eating three or more meals per day, try reducing to two meals per day, and drink fresh juices as a replacement, especially carrot juice or carrot juice combinations. Your body will love you for this! You will find that the more vegetable juice you drink, the less food you will eat. Juice is loaded with a vast amount of nutrients.
- Try to become aware of what you put into your body. After the cleanse, you should be able to assimilate more nutrients from the foods you eat and you may find that you may be less hungry throughout the day. Therefore, don't eat merely because it is "time" to eat, but eat only when you are truly hungry.
- Nicotine, caffeine, alcohol, and milk products are very acid forming and will cause you to desire to eat more due to

the acid created from these products. Try to stay away from them completely.

Your daily program should include six capsules of Super Boost Greens taken with juice or water as your perfect protein source.

Eliminate all flesh food products (meats). If you need protein, take Super Boost Greens capsules daily. Eliminate white bread products and replace with rye, spelt, or sprouted breads.

Read labels! A good rule is, if you cannot pronounce it and if you don't know what the ingredient is, don't eat it. In most cases, it is a chemical that is man-made. Try to stay away from man-made foods because they are mucus forming, block live enzymes and are mostly indigestible. Eat natural, organically grown foods because they will produce energy and life.

#### **Start your day with this routine:**

Squeeze the juice of one lemon into 8 ounces of hot distilled water. This will flush out your liver.

Drink juices throughout the day:

- 8 ounces of grapefruit and orange juice

- 1-4 quarts fresh carrot juice

- 1 ounce or more of wheatgrass juice

- 16 ounce carrot juice combinations including 65% carrot juice with spinach, beet, ginger, tomato, celery, parsley, garlic

- 8 ounces carrot, apple, parsley

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## **Frequently Asked Questions †**

**Q:** After completing the 10 days of Parasine 2, how many days can I wait before starting the 7-day program?

**A:** You can wait up to 3 days, but it is recommended to start your 7-day program right after the Parasine 2.

**Q:** Which program – 1 or 2 – will give better elimination results?

**A:** Program 2 will give better elimination results because the enemas aid in dislodging the softened mucous plaque.

**Q:** Will I be running to the bathroom during the day?

**A:** During program 1, you should eliminate 2 – 4 times per day and still be in control. During program 2, you will typically eliminate during the enemas in the evening.

**Q:** Can I drink acid-forming beverages (coffee, sodas, alcohol, milk, etc.) during the 7 day cleanse?

**A:** The purpose of the Super Boost Greens is to increase alkalinity in the body. This is why we take them during the 10 days of Parasine 2. Acid and alkaline don't mix.

**Q:** Will I lose weight?

**A:** The average person will lose 8 – 15 pounds.

**Q:** Do I have to do the enemas?

**A:** There are two different programs from which to choose. Program 1 does not include enemas. Program 2 recommends enemas. You do not have to but it is recommended for optimal results.

**Q:** How will I know if I am eliminating mucous plaque?

**A:** Mucous plaque is rubbery in texture and will have a foul smell. Usually, you won't start seeing it until your 4th, 5th, 6th and 7th days of your cleanse.

Q: Should I do more than one 7-day cleanse per year?

A: If you have never done any colon cleansing, it is recommended to do six of the 7-day programs, one every seven weeks, for the first year and then one every year thereafter for maintenance purposes.

Q: Is this program safe for children?

A: It is safe for children age 10 and up but it is recommended to cut the dosage in half. Children ages 10 to 14 should only do four days. Children age 15 and older can do the full 7-day program.

Q: Are there any side effects in taking the Parasine 2?

A: When taking the Parasine 2, you may experience headache, cramping, nausea, and/or diarrhea; however these are not side effects of the Parasine itself, but symptoms that you are very toxic. They will subside in the first day. It is not the product that is making you feel sick, it is your body releasing toxins.

Q: Can nursing mothers do this program?

A: It is not recommended until you stop nursing.

Q: Can I do the enemas while pregnant?

A: Yes, you can and it will relieve a lot of pressure off the baby as well as your lower back.

Q: How often can I do an enema?

A: Once every couple of weeks.

Q: Do I have to become a vegetarian once I finish the 7-day cleanse?

A: No, you do not but it is better to stay away from acid-forming foods such as meats, coffee, sodas, milk, alcohol, etc. for better health.

Q: Can I exercise during the 7-day program?

A: Exercise is great, but not vigorous exercise because you don't want to tire or overdo it. You are giving your digestive organs a vacation. Take it easy during the 7-day program.

Q: If Parasine 2 should make me feel unwell, what should I do?

A: Reduce the dosage to 5 per day until the bottle is empty.

Q: Can elderly people do this program?

A: Yes, it is highly recommended for elderly people to do this program.

Q: Should I worry, if doing the enemas, about rectal tearing or intestinal thinning?

A: We have never had anyone have these problems doing enemas.

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## 7-Day Miracle Cleanse

### Liver Detoxification Cleansing Program †

*(NOT INCLUDED-MUST BE PURCHASED SEPARATELY)*

The average American diet contains many toxins that strain the immune system. To counteract the effects of these toxins, it is important to start with detoxifying the colon but then the clogged liver must be treated. After completing the 7-Day Miracle Cleanse Program, it is important to continue your detoxification by cleansing your liver. The liver can contain intrahepatic stones that block bile flow and adversely affect digestion. Toxins in food, parasites, drugs, and

ntal toxins also put a strain on the liver.

ie liver is the largest gland in the body. It performs many functions, working with nearly every fundamental system and process, including homeostasis, synthesis, storage, excretion, filter, and defense. First, it regulates blood sugar levels, lipids, and amino acids. Because it is one of the hardest working regions in the body, it produces heat, which is transported to warm less active regions. The

er also forms plasma proteins, heparin, bile, cholesterol, and vitamin A from carotene. It extracts many harmful materials from the blood and excretes them in the bile or from the kidneys. For example, drugs are taken up by the liver, where they are broken down and excreted. Finally, the liver stores vitamins A, B-12, and D. The gall bladder is located inside the liver and is the storage place for bile produced by liver cells.

ne restoration of the liver is of vital importance in fighting cancer, as cancer is a symptom of a malfunctioning liver. In the Immune Perspectives article "The Liver, Laboratory of Living," Dr. Leo Roy states, "No disease, especially degenerative diseases including cancer and AIDS, could survive longer than a few weeks in the healthy liver." This is because the liver is responsible for producing antihistamines to neutralize substances that encourage cancer growth. In addition, the liver produces chemicals that fight viruses and bacteria.

## 3-Day Liver and Gall Bladder Flush †

Each morning upon rising drink 8 ounces of hot distilled water mixed with the juice of one lemon. This is not only stimulating, but also flushes out the digestive organs of leftover residues. Within 15-30 minutes, mix the following in a blender: 8 ounces fresh orange, lemon, lime, grapefruit, or tangerine juice or a combination 8 ounces of distilled water 2-4 Tablespoons of organic virgin cold pressed olive oil 2-4 peeled cloves of garlic 1 pinch of cayenne pepper 1 piece of peeled fresh ginger root Blend well and drink. †

Drink plenty of fresh fruit and vegetable juices throughout the day diluted 25% with distilled water.

Drink fresh wheatgrass juice. If you have never had wheatgrass juice before, start with one ounce and increase.

Drink at least four cups daily of Health Man's Detoxification Tea. Try adding lemon to the tea.

Take 10-20 capsules per day of LVR-C3 with distilled water or fresh juice.

Vegetable broth is a great addition to your cleansing program because it helps flush out unwanted salts and acids while providing a concentrated amount of vitamins and minerals.

On Day 4, you will break your liver cleanse. Eat soft fruits such as ripe bananas, avocados, pears, and peaches. Drink plenty of fresh juices. In the evening, eat a fresh salad and soup.

After you have cleansed your liver, you need to follow up by taking care of it:

Negative emotions like anger can put a terrible strain on your liver so remember to love yourself and to have fun. Avoid processed foods, caffeine, alcohol, refined sugar, artificial sweeteners, fatty foods, processed flour, smoked foods, preserved foods, and animal fats.

Try not to overeat, as it strains your liver, and choose lighter foods. Also, eating smaller meals more often is better than one or two large meals. Avoid eating before bed.

Enjoy your newfound food choices, such as whole grain foods, raw seeds, nuts, and fruits, raw or lightly steamed vegetables. Continue to drink fresh juices, especially beet, wheatgrass, and alfalfa. Exercise is important to maintain a healthy liver because deep breaths flush the liver of toxins. Eat parsley or kale to stimulate bile flow.

LVR-C3 (100 capsules) and Health Man Detoxification Tea (10 oz) - \$59.95



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## WHY CLEANSE?

### Detoxification †

We live in a toxic environment in which we are exposed to harmful chemical additives in our food and hazardous wastes in air, water and food supplies. In addition, our bodies produce toxins as a product of metabolism. These toxins accumulate in our bodies and cause damage we may not immediately detect; however, toxic build-up will eventually severely damage our immune systems. Thus, supreme cleanliness is the first step toward achieving a healthy body. Any accumulation or retention of morbid matter or waste of any kind will retard the recovery process. The channels of elimination are the lungs, sweat glands in the skin, the kidneys, and the bowels.

It is paramount to your health that all eliminative channels operate efficiently. The lungs expel carbon dioxide, a waste gas from the metabolism of food in the body's cells. Sweat glands secrete perspiration, composed of water, sodium chloride, and the toxins urea, ammonia, and uric acid. Urea, ammonia, and uric acid are waste products of protein metabolism and would be damaging to the body if retained. Every day, your kidneys process approximately 200 quarts of blood to sift out about two quarts of waste products and extra water. The wastes in your blood come from the normal breakdown of active tissues and from the food you eat. If your kidneys do not remove these wastes efficiently, the wastes build up in the blood and damage your body. The liver extracts many harmful materials from the blood, including drugs, heavy metals, and poisons, and excretes them from the kidneys. In other words, the kidneys excrete the end products of food as well as waste from the liver. The bowels are responsible for processing and eliminating food waste in the form of dead cells, cellulose fibers, and other indigestible substances, which are the results of our physical and mental activities. The internal organs can hold a lot of toxins, and it is impossible to remove them without cleansing. If these toxic wastes are not eliminated, they will cause toxemia. The 7-Day Miracle Cleanse Program is a professional cleansing system that gives the body the opportunity to "clean house" and to eliminate toxins and other foreign materials.

Because everyone lives in a toxic environment, proper nutrition and the regular use of the 7-Day Miracle Cleanse Program are necessary for survival. In most people, the entire digestive tract is polluted with poisonous, toxic residues. Parasites, including worms thrive on these toxic materials, which are also collected in the mucous plaque throughout the digestive tract. Parasites can enter the bloodstream because the blood is fed by the bowels. The retention of such insidious ingredients can only bring decay, disease, and poor health. Take the first step toward a healthy body and complete the 7-Day Miracle Cleanse!

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### 1. CONSTIPATION †

It is estimated that over 97% of the population is constipated. According to Dr. Norman Walker, the number one affliction underlying almost every ailment is constipation. In other words, it is "the primary cause of nearly every disturbance of the human system." This is because the blood vessels lining the colon collect nutrients missed by the small intestine. In his book *Pure and Simple Natural Weight Control*, Dr. Walker explains, "If the feces in the colon have putrefied and fermented, any nutritional elements present in it would pass into the bloodstream as polluted products. What would otherwise be nutritional becomes, in fact, the generation of toxemia... a condition in which the blood contains poisonous products which are produced by the growth of pathogenic or disease-producing bacteria." Symptoms can be an indication of the presence of toxemia. The typical American diet causes the colon to be filled with toxins that strain the eliminative channels and ultimately, the immune system.

The human body is made up of live cells but when we congest our body with cooked foods made up of dead cells, the digestive process slows to a crawl. Man-made chemicals, devitalized foods, cooked foods, and foods that are not

esh are virtually indigestible and therefore slow down the digestive tract. The walls of the colon are equipped with sensitive nerves and muscles whose function is to create a wave-like action, called peristaltic waves. These waves move the fecal waste products through the colon. When the bowels slow down to a crawl, or become impacted, it is then that wastes have the opportunity to ferment and putrefy in the colon, causing toxemia. The symptoms of constipation include infrequent bowel movements, passage of hard stools, and difficulty in passing stools.

The length of time that fecal matter sits in the colon is a problem that Americans need to worry about. In other countries, where processed foods are not as accessible, people have one bowel movement per meal eaten. Ideally, fecal waste should stay in our system 6 to 8 hours, but no longer than 24 hours. In America, where processed foods are diet staples, the transit time averages from 72 to 96 hours. This gives the fecal matter time enough to become putrid, ferment, and build up toxins that can affect every part of the body. In summary, if you do not have bowel elimination after every meal, you are constipated.

As a result of a diet high in fat and protein, the feces of North Americans have only about half the bulk of Far Eastern or African populations, and are eliminated from the intestinal tract much more slowly. Studies have shown that indigenous African peoples consume 75-100 grams of fiber daily and have a fecal transit time of 4-6 hours, whereas the average American consumes only 12-17 grams of fiber daily and has a fecal transit time of 60-90 hours. Correlating to these figures, the rate of colon cancer is far higher among North Americans, suggesting that the retention of a fat-laden, compact fecal mass in the lower bowel contributes to cancer development.

Constipation is the retention of feces caused by hardened mucous plaque residues that line the walls of the colon and act as plaster. In order to decrease the amount of toxins absorbed into the blood stream from the colon, mucus is created to act as a barrier from the waste of certain foods, especially meat, dairy, white flour, and other processed foods. The mucus is actually a natural defense mechanism of the body and could be efficiently eliminated through the colon if it did not occur frequently. But most people eat mucus-producing foods every day, creating a toxic build up of layers and pockets of mucous plaque and decayed fecal matter, which can stay in the colon for many years. One function of the colon is to absorb water, so some of the epithelial cells of the colon secrete a lubricant for the drying mass of undigested food residue. With the presence of mucous plaque and encrusted fecal matter, it is not possible for the lining of the colon to function efficiently, and the colon cannot produce its necessary lubrication. This further intensifies the state of constipation and toxemia.

First and foremost, the mucous plaque that has been developing over your lifetime must be eliminated. It is important to maintain the digestive tract by thoroughly cleansing using the 7-Day Miracle Cleanse. Ideally, the program should be completed every six months to prevent mucous plaque from developing on the walls of your colon ever again!

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### 3. COLON CLEANSING †

*(Optional, but recommended for best results)*

Dr. V.E. Irons, a bowel specialist, said, "A toxic colon has everything to do with premature aging. Over 100,000 people die from colon cancer every year and millions suffer from terrible health problems caused directly by a diseased colon." According to the Merck Manual, a well-respected medical publication, diverticulosis is a major colon disease that has increased over the last 40 years from 10% of adults in 1950 to the current finding that every adult person has many diverticulae. The U.S. Public Health Service reports that 90% of the population has a clogged colon. According to the great N.W. Walker, D.Sc., Ph.D., who was a leading authority of health and wellness, "The best diet is no better than the worst diet if you don't cleanse the colon properly." Cleansing the colon is the single most crucial hygienic need of the human body.

Why are we so reluctant to talk about the most vital part of the body? Our society has conditioned us into avoiding the most critical part of our body while encouraging the cleanliness of other parts. Everyone cleans the other orifices of the body, but it is pure ignorance not to cleanse the filthiest part. Your anus and colon are considered to be the sewer of

body so you avoid them, but sooner or later, you are going to have to address this issue. Prevention is the only way to ensure that your immune system is not compromised by the build-up of mucous plaque and toxins. Maintaining a diet composed of fresh fruits and vegetables and fresh juices, along with periodic colon cleansing can hinder or prevent sickness and disease. Colon cleansing is one of the important components of the 7-Day Miracle Cleanse.

The colon is not merely the sewer of the human body; it is the center of the human body. It has many nerves connected to all vital points of the body and when stress is created in the colon by pressure, it can have a direct effect on the nerves leading to particular points of the body. Thus, it is imperative to keep the colon free from any mucus build up. Mucus is formed because of the residues of certain foods. Foods that are not composed of fresh fruits and vegetables, raw nuts and seeds will encourage the production of mucus. Each meal eaten of dead foods leaves a microscopic residue on the walls of the colon. This material averages 1/8 to 1/4 inch in thickness. Over the years, it thickens and becomes as hard as black tire rubber, stuck to the walls of the colon.

Achieving a clean colon were as simple as washing out the loose material on the inside of the colon, it would not be difficult to clear away; a colonic would do the job. What is a colonic? A colonic is similar to an enema that cleanses the entire length of the colon and sometimes the appendix. It is also referred to as hydrotherapy, colon cleansing, or colonic therapy. It is a repetitive washing of the colon using lukewarm water, filling the colon with up to a quart at a time, expelling the water time after time, until the bowels are empty. Unfortunately, it is not that easy. One reason is the presence of hardened mucous plaque lining the walls of the colon. Another reason that a colonic alone is not sufficient in cleansing the colon is the presence of diverticulae, sacs that extend through the colon. Diverticulae are caused by a sluggish, constipated bowel. They act like pockets as they become packed with fecal matter and can cause the bowel to retain up to 20 pounds of toxic, putrid waste stuck to the walls of the colon. Obviously, this creates a filthy environment and an ideal breeding ground for sickness and disease. In order to ensure success in cleansing the colon, the Herbal Mucus Eliminator must be used in conjunction with colonics during the 7-Day Miracle Cleanse. As the herbs activate and loosen the mucous plaque over the seven-day period, the daily colonic or enemas assist to dislodge this filth from the walls of the colon and remove it from your body.

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## **. ACHIEVING PERFECT WEIGHT †**

Achieving your proper body weight is easy and yet, Americans have a big weight problem. The U.S. surgeon general reports that 61 percent of adults and 14 percent of teenagers are overweight. The major nutritional problem among North Americans is obesity. In the last 20 years, the rate of obesity has doubled among adults and tripled among children. The January 2004 issue of Archives of Pediatrics & Adolescent Medicine reports that teenagers in the US have higher rates of obesity than those in 14 other industrialized countries. In fact, 31% of teenagers are overweight and another 15% are obese. Unfortunately, these weight problems will carry on into adulthood. According to the CDC, 30 percent of middle-aged women and 15 percent of middle-aged men are obese. According to the American Society for Bariatric Surgery, 16 million Americans are morbidly obese. A person who is more than 120% of his or her appropriate weight is considered obese. More than 300,000 people die each year from diseases caused by excess weight. Obesity is correlated with a significant increase in coronary artery disease, diabetes, and other disorders. In the year 2000, obesity cost the country \$117 billion in health care expenses.

Why are over 200 million people overweight? The answer is conditioning. We have been tricked, misled, and lied to by advertisers, in the name of greed. Take a look in the mirror and ask yourself how it makes you feel to have been deceived all these years by schools, doctors, and food corporations. Almost all corporations advertising on radio, television, billboards, and other media sell man-made products because these companies are only interested in profits! In the year 2001, McDonald's spent \$1.1 billion on advertising. On the other hand, vegetables and fruits are rarely promoted because there is not enough profit involved. The man-made "foods" that are relentlessly advertised you must not eat because they are composed of processed foods, dead foods, and added chemicals. They are indigestible and contain little to no nutritional value. For example, cereal grains have as much nutritional value as table sugar when they are milled into flour. Your body actually enacts a defense system against these foods, by producing

mucus to protect itself. The mucus hardens against the walls of the colon and gradually becomes thick and hard, interfering with the functioning of the colon and ultimately, every body system.

To illustrate the point that Americans have been conditioned to consume unhealthy diets by relentless advertising campaigns, consider a study conducted by obesity researchers of 15 industrialized nations, including the United States. Teenagers in the United States are ranked number one in obesity because they are more likely than teenagers in other countries to eat fast food, snacks, and sugary sodas. On the other hand, Lithuania has the one of the lowest rates of obesity because Lithuania has few fast food restaurants. As another example of conditioning, consider the fact that the average American consumes about twenty times more salt than our bodies need. Excess salt has been linked to hypertension. Another health hazard is animal fat, such as that present in beef and pork. It has been known for some time that diets high in animal fats somehow interfere with the regulation of blood cholesterol, implicated in atherosclerosis and heart attacks. Remember that the foods you eat are your only defense against the effects of stress, radiation, pollution, and toxic chemicals. Eating processed foods that are nutritionally empty leave the body vulnerable to poor health and low energy.

Not only have you been misled by corporations, you have also been misled by governmental entities such as the USDA. The USDA has notoriously downplayed the health risks of red meat and dairy products in order to protect the dairy and cattle industries. For example, scientists have known about the dangers of red meat and dairy products since the 1960's. Milk is a high-fat drink that is designed to turn a 45-pound calf into a 1000 pound cow in just 18 months. The fact is that humans are the only species to consume milk after infancy and the only species to take another species' milk. Milk is baby food for cows and is unnatural for people. This is why it often causes allergic reactions, digestive disturbances, and it is also linked to heart disease. Eggs contain an extremely dense concentration of cholesterol. They are intended to support a baby chick for 21 days while it is developing. When people eat eggs, the cholesterol enters the bloodstream and increases the risk of heart disease. The human body actually produces all the cholesterol it needs and can only dispose of 100 mg of extra cholesterol. Any more than 100 mg of extra cholesterol taken per day begins clogging the arteries. Finally, the USDA Food Guide Pyramid has now been blamed for the epidemic of obesity because it leads people to believe that all fats are dangerous while carbohydrates are healthy choices. The reality is that excessive carbohydrates lead to obesity and the wrong carbohydrates can be deadly, while fats found in fish, nuts, and vegetables help protect against disease. Now that you know the truth, make this part of your thoughts at least twice a day. This is how you are going to recondition yourself to change the old eating patterns.

How simple is it to achieve optimal body weight? First, 80% of your diet should be limited to fresh fruits and vegetables, especially fresh vegetable juices. Fresh juices should make up at least 50% of your daily food. Eliminate all sugar, white flour, most dairy products – especially pasteurized milk, nicotine, caffeine, soft drinks, alcoholic beverages, and salt. These products are dead and have no nutritional value. These are the "foods" that have created the body you currently have. To locate foods with minimal amounts of undesirable ingredients, start shopping at the local natural foods markets and buy organic products whenever possible. Start reading the labels for denatured ingredients. Do not buy labels that claim to be "fat free" because these words do not mean anything. This is more deceptive advertising. Don't drink juices that are pasteurized or cooked because these juices are dead. For example, cooking or processing vitamins destroys them. Find recipes for fresh foods. Remember to think FRESH. This is important so that you don't revert to your old body and old eating patterns. Finally, prescription drugs are poisonous to the human system. Most people are afraid to stop taking medication. If you regularly complete the 7-Day Miracle Cleanse Program and change your diet, you are going to discover that you do not need any drugs. Let it happen and you'll see for yourself that all you need is the right guidance. Begin your metamorphosis today!

According to the concept known as adaptive thermogenesis, thin people can consume large amounts of food without gaining weight because the appetite center speeds up metabolic activity to compensate for the increased consumption. Thermogenesis allows the body to eliminate excess calories by generating heat. Defective thermogenesis causes the transformation of a larger fraction of a given caloric intake into body fat resulting in weight gain and obesity. Specialized types of fat cells, called brown fat cells, send signals to control the thermogenesis response. The primary role of brown adipose tissue is thermogenesis and overall energy control. Some diets actually suppress thermogenesis, which is the opposite of what you need to lose weight; to lose weight, you want to speed up metabolism, not slow it down. This is why 95% of diets fail. The 7-Day Miracle Cleanse is a diet that supports thermogenesis and you will lose weight.

If you are overweight, your glandular system is all clogged up. In order to lose weight, your body needs an efficient and balanced glandular system to support thermogenesis. The most critical gland in weight control is the thyroid gland because it is usually the cause of the imbalance. The thyroid is a butterfly-shaped gland located in the neck, surrounding the windpipe. It produces the hormone thyroxine, which serves to regulate the rate at which metabolic actions occur in the body. Thyroxine is essential to induce thermogenesis. Thyroid hormones are released into the bloodstream and are transported throughout the body where they control metabolism. Metabolism is the conversion of oxygen and calories (food) into energy. Every cell in the body depends upon thyroid hormones for regulation of their metabolism. As thyroxine levels increase, so does the relative speed at which reactions occur and so does the caloric expenditure. As thyroxine levels decrease, so does the speed of metabolism. Only proper nourishment and internal cleansing can balance this gland and until the thyroid is balanced, it is not possible to lose weight effectively. This is why most weight loss programs are insufficient.

People have been trained and programmed to eat the wrong foods, so realize this and know that you must make the commitment to changing the way you eat and regularly completing the 7-Day Miracle Cleanse Program. You should change your eating habits gradually so you and your body will have an easier time adjusting. Over a period of one to three months, reduce your meat intake by one serving every week until you have eliminated all meat products. For example, if you eat meat four times a week, next week you will reduce your intake to three times, and so on, until you have eliminated all meats from your diet. Also, eliminate all dairy products, sugar products, soft drinks, milk, nicotine, caffeine, salt, and alcoholic beverages. If you feel you can be more aggressive than this, it is definitely in your best interest to do so. Be aware of what you put into your body and do not be afraid to speak up for eating the right foods. If you are severely overweight, you can expect to lose up to 40 pounds during the cleansing program. The average person will lose eight to 15 pounds, typically in the chin, abdomen, thighs, and hip areas, as these are the places your body stores fat first. Thousands of people have proven that this is one of the most balanced weight loss programs and really works. Prepare for the 7-Day Miracle Cleanse and complete it. Your life will change forever!

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## **7. Preventing/ Fighting Alzheimer's Disease †**



## 7-Day Miracle Cleanse

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## Program 2: The Ultimate Cleanse †

### Items needed to begin the Ultimate Cleanse:

1. Enema bag (*optional*)
2. A juicer or a source of fresh juice for each day. The fresh juices will supply you with the nutrients your body will need daily.
3. 7-Day Miracle Cleanse Herbal Mucus Eliminator will aid in the loosening of the hardened mucus layers in your colon.
4. 7-Day Miracle Cleanse Super Boost Greens is your vegetable protein to help maintain your strength.
5. (Optional) Health Man's Detoxification Tea (purchase separately)
6. Potassium Broth

### Potassium Broth Recipe

- 1 potato
- 1 carrot
- 1 onion
- 1/4 head of cabbage

Put all vegetables into large pieces and steam them in six cups of distilled water for 5-8 minutes. Season them with vegetable salt, Bragg's liquid aminos, or Herbs de Provence. You can purchase these seasonings at your local health food or natural food store. Remove the vegetables from the broth and do not eat them.

### On each of the seven days:

In the morning, prepare or purchase 1/2- 1 gallon of fresh juice such as carrot, apple, watermelon, cantaloupe, or grape. If you have Candida, do not use fruit, carrot, or beet juices. (See section on Candida) Most people drink 1/2-1 gallon of fresh juice each of the seven days, depending on the weather.

Take seven capsules of the Herbal Mucus Eliminator in the morning and seven capsules in the evening. These can be taken with either juice or water.

Take six capsules of Super Boost Greens in the middle of the day with either juice or water.

(Optional) At least two times per day, drink one cup of Health Man's Detoxification Tea. Instructions for preparation are on the label. You can drink the tea as often as you like throughout the seven days. (Purchase separately)

On each of the seven days, you should take a series of enemas. It is recommended that you do this as late in the day as possible because it can be a little tiring. Try not to exert too much energy throughout the day. Rest as much as possible and do not try any vigorous exercise such as running, weight lifting, aerobics, or cycling. These exercises will

use too much fatigue. Instead, try walking, yoga, breathing, or meditation. Avoid stressful situations and stay focused on your goals. Write down on paper what those goals are and place it on your bathroom mirror so you will read it daily. You will notice the material that you expel will be black in color and have a ghastly odor. You could eliminate as much as 5-25 pounds or more of this putrid material during the 5th, 6th, and 7th days of the program. It is truly amazing!

## Day-by-Day Instructions

**DAY ONE** - In the morning and evening, take seven capsules of the Mucus Eliminator with either juice or water. You can drink as much juice as desired throughout the day along with the Potassium Broth and since this is your food for the next seven days, you should drink plenty so that you do not let yourself become hungry and discouraged. Drink at least 1/2 gallon per day. Take 6 capsules of Super Boost Greens with either juice or water once in the morning and evening. Drink at least one cup or more of Health Man's detoxification Tea. (Optional, purchase separately) At the end of the day, you will do your first colonic. For those who will be using enemas, use warm water and administer several times. Try to hold the water in as long as you can before you expel. If possible, it is best to complete your colonic at the end of the day. If you experience any cramping, don't be alarmed; simply take two fingers and massage the area gently. This will assist the bowel to dislodge mucus plaque. It is a new experience for some of you but see it through because it gets better. Your first day, you will eliminate the most recent waste from your bowels. On the 4th, 5th, 6th and 7th days, you will be eliminating the hardened mucus layers. You may experience headaches or nausea if you are highly toxic but they will pass so do not become discouraged. Your digestive organs are releasing toxins, poisons into your bloodstream. It will take a day or two for your body to eliminate this pollution from your body. Just remember, you are cleaning house.

**DAY TWO** - You will repeat day one. You may feel a little lighter, but don't over-extend yourself; take it easy and relax as much as possible.

**DAY THREE** - You will repeat day one. Your cells have started to rejuvenate; you're starting to see changes in your face, hips, and chin. Continue to relax as much as possible. Go to the beach, take a walk, or do yoga.

**DAY FOUR** - You will repeat day one. You may experience emotions that you may have never felt before. Your mental clarity will increase. You may begin to feel very spiritual, happy, and young. These thoughts will usually distract you from thinking about food. You can do an enema if you feel you have more mucus plaque to eliminate. Enemas could be increased from 5-10 a day.

**DAY FIVE** - You will repeat day one. Try to stay quiet throughout the day and avoid stress. Today, you should eliminate plenty of hardened mucus plaque during your colonic or enemas.

**DAY SIX** - You will repeat day one. You should do one colonic or enema in the morning and one in the evening. Remember, days 5,6, and 7 are the best days because the herbs have activated the mucous plaque and it will begin to detach from the walls of your colon. It is in your best interest to finish all seven days. The overall goal is to eliminate the old mucus layers from your digestive tract. By now, you have probably gone through many changes both emotionally and physically, You are doing a great job, with just one more day to go.

**DAY SEVEN** - You will repeat day one. You made it. Congratulations! You are on your way to perfect health. Finish the day and tomorrow, you can eat.

**DAY EIGHT** - You have completed your 7-Day Miracle Cleanse Program! Now you can begin to eat again. You should now realize you do not need to eat three meals a day because your body accumulates too much waste and too many poisons which are very taxing on the digestive system. Remember not to eat too much because you are restarting your digestive system and you do not want to overload it. Eat only soft fruits like pears, bananas, peaches, avocados. It is important that you do not cleanse longer than seven days at a time. After seven days, the natural vitamin C will need to be replenished so it is recommended to break your cleanse for at least three days. Then, if you wish, you can begin another cleanse.

his is your first cleanse, you should complete six cleanses the first year, one every seven weeks. After the first year, complete one every six months to maintain a clean digestive tract.

**DAY NINE** - You can resume eating a healthy diet. Do not go back to your previous unhealthy eating habits. If your diet is not healthy, you should improve it or you will return much more quickly to a toxic state. You will be ready for your next cleanse in seven weeks.

your diet is not very good and if you have the will to do it, here are some tips:

1. If you were eating three or more meals per day, try reducing to two meals per day, and drink fresh juices as a replacement, especially carrot juice or carrot juice combinations. Your body will love you for this! You will find that the more vegetable juice you drink, the less food you will eat. Juice is loaded with a vast amount of nutrients.
2. Try to become aware of what you put into your body. After the cleanse, you should be able to assimilate more nutrients from the foods you eat and you may find that you may be less hungry throughout the day. Therefore, don't eat merely because it is "time" to eat, but eat only when you are truly hungry.
3. Nicotine, caffeine, alcohol, and milk products are very acid forming and will cause you to desire to eat more due to the acid created from the products. Try to stay away from them completely.
4. Your daily program should include six capsules of Super Boost Greens taken with juice or water as your protein, take Super Boost Greens capsules daily.
5. Eliminate white bread products and replace with rye, spelt, or sprouted breads.
6. Read labels! A rule is, if you cannot pronounce it and if you don't know what the ingredients is, don't eat it. In most cases, it is a chemical that is man-made. Try to stay away from man-made foods because they are mucus forming, block live enzymes and are mostly indigestible. Eat natural, organically grown foods because they will produce energy and life.
7. Start your day with this routine:  
 squeeze the juice of one lemon into 8 ounces of hot distilled water. This will flush out your liver.  
 drink juices throughout and orange juice  
 -4 quarts fresh carrot juice  
 ounce or more of wheatgrass juice  
 6 ounce carrot juice combinations including 65% carrot juice with spinach, beet, ginger, tomato, celery, parsley, garlic  
 ounces carrot, apple, parsley

this program is about using your common sense. To cleanse is to purify!

[Weight Loss](#) | [Beginning of Disease](#) | [Colon Cleansing](#) | [Parasites](#) | [Testimonials](#)

[HOME](#) | [7-DMC](#) | [Benefits](#) | [High Energy](#) | [How It Works](#) | [Why It Works](#)

† "These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease."



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7DMC - 00092

Exhibit D

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## 7-Day Miracle Cleanse

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### - DMC Liver Detoxification Cleansing Program †

#### Day 1 Liver & Gall Bladder Flush

Each morning upon rising drink 8 oz. of hot distilled water and squeeze 1 fresh lemon into a cup. This is very stimulating and will flush out the digestive organs of leftover residues.

**Within 15- 30 minutes mix the following in a blender:**

Choose from 8 ounces of fresh orange, lemon, lime, grapefruit or tangerine or combine any with

8 ounces of distilled water

2 –4 tablespoons of Organic Virgin Cold Pressed Olive Oil

2 –4 peeled cloves of Garlic

1 pinch of Cayenne Pepper

1 piece of peeled fresh Ginger Root

Then drink to your health!

Drink plenty of fresh fruit and vegetable juices throughout the day!

Dilute with distilled water 25%

Drink fresh **Wheatgrass** juice if available Note: If you have never had Wheatgrass juice before start with 1 oz. and work your way up to more.

Drink Detoxification Tea at least 4 cups or more per day. Add lemon if desired.

Take LVR-C3, 10 – 20 capsules or more each day with plenty of fresh juice or distilled water.

#### Vegetable Broth Recipe

This is a great follow up after completing the 7 day program! It will help flush out unwanted salts and acids while giving you a concentrated amount of vitamins and minerals.

Fill a large pot of distilled water, add 1 or 2 chopped potatoes, 1 or 2 chopped carrots, ¼ - ½ head of chopped cabbage ½ - 1 chopped onion or leek.

Let steam 7 – 10 minutes, put aside veggies, add Jensen Quick sip or Bragg's liquid aminos and vegetable salt or sea salt just enough for flavor, do not use table salt or white or black pepper. Use organic veggies when possible. Make enough for at least one day, refrigerate left over broth. **DO NOT EAT VEGGIES!**

#### **Day 4**

Today you will break your cleanse. Begin to eat soft fruits such as ripe bananas, avocados, pears, peaches, etc.

Drink plenty of fresh juices. In the evening for your dinner, eat a fresh salad and soup.

**Note:** Remember to be loving to yourself and have fun. Take it easy when returning to eating food try not to over eat, choose lighter foods and chew your food well. Eating smaller meals more often is better than 1 or 2 large meals. Enjoy your newfound values on food choices and amounts.

LVR – C3 (100 capsules) & Detoxification Tea (10 oz) - \$59.00

[Weight Loss](#) | [Beginning of Disease](#) | [Colon Cleansing](#) | [Parasites](#) | [Testimonials](#)

[HOME](#) | [7-DMC](#) | [Benefits](#) | [High Energy](#) | [How It Works](#) | [Why It Works](#)

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This product is not intended to diagnose, treat, cure, or prevent any disease."



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A Professional Detoxification Program

**7** Day  
Miracle  
Cleanse



Congratulations! You have made the intelligent choice with your purchase of the 7-Day Miracle Cleanse program. The 7-Day Miracle Cleanse program is designed to improve your mental and physical health by eliminating years of toxic built-up in your digestive tract. It may be helpful to remember your goal in completing this program. Whether your goal is to purge toxins, eliminate constipation, remove mucous plaque, lose weight and/or improve your complexion, it is necessary to complete this revitalizing detoxification program to achieve its optimal effect.

This Instructional Guide contains easy to follow, step-by-step instructions and describes in detail the benefits in completing the program. You owe it to yourself to spend the time to complete the cleanse and to give your body the opportunity to feel great again. Don't wait... take back your health today!

If this is your first cleanse, I am truly excited for you as you begin your transformation. After my first cleanse, I couldn't believe how exhilarated I felt. Can you remember the last time you felt like a teenager? If you have previously completed the 7-Day Miracle Cleanse program, you are already familiar with its remarkable results and I appreciate your commitment to good health and your loyalty to the best detoxification program, the 7-Day Miracle Cleanse.

Thank you for taking this positive step toward improving your health. I look forward to hearing about your wonderful experience.

The first wealth is health.

The "Healthman"

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2. Constipation
3. Colon Cleansing (optional)
4. pH and Health
5. Achieving Perfect Weight
6. Fighting Alzheimer's Disease

Components of the 7-Day Miracle Cleanse

1. Herbal Mucus Eliminator
2. Parasites and Parasine 2
3. Super Boost Greens
4. Detoxification Tea (purchase separately)
5. Fresh Juices

A Message from the Health Man

Recipes for Better Health

Vitamins, Minerals, Antioxidants

Fruit and Vegetable Chart

Recommended Reading



# 7 Day Miracle Cleanse

## INSTRUCTIONS

### The Pre-cleanse

Day 1 - Take 10 Parasine capsules with Juice or Water in the evening about 2 hours before bed time.

Day 2 through Day 10 - Take 6 Super Boost Greens in the morning with Juice or Water, take 10 Parasine capsules in the evening about 2 hours before bed time.

### The Cleanse

Day 1 through Day 7 - Take 7 Herbal Mucus Eliminator capsules in the morning and in the evening about two hours before bed time. Like the Parasine, the Herbal Mucus Eliminator is best taken with Juice or Water. You should also continue taking the Super Boost Greens in the morning.

After the cleanse you should continue to take 3 Super Boost Greens for maintenance

The Super Boost Greens acts as an alkalizer to build your alkaline reserves. Try to eat mostly alkaline foods such as fresh vegetables and fruits and fresh juices.

This will help alkaline your pH level in your body. Try to eliminate acid forming foods such as coffee, alcoholic beverages, meats, dairy products, white bread and sugar products for they are very acid forming.

Choose **only** 1 of the following Programs.

### PROGRAM 1: THE SUPER CLEANS

The Super Cleanse is a 7-day program that allows you to eat during this incredible process. Try to eat only fresh fruit and vegetables and salads each day. In addition, you can drink fresh fruit and vegetable juices, water, fresh nuts, beans, rice, fish etc. FOR BEST RESULTS try to eliminate acid forming foods such as meats, coffee, alcoholic beverages, sugar products, white bread, however it is not as effective as the Ultimate Cleanse, but is still very detoxifying and you will enjoy the wonderful benefits of doing this cleanse.

On each of the seven days, you will repeat the following instructions:

- Take seven capsules in the morning and seven capsules in the evening of the Herbal Mucus Eliminator with either fresh juice or water.
- Take six capsules of the Super Boost Greens with either fresh juice or water.
- (Optional) Drink two cups or more per day of "Health Man" Detoxification T (Purchased separately)
- Drink as much fresh vegetable and fruit juice as possible, such as carrot juice, carrot juice combinations, apple, pineapple, watermelon, grape or mix them.



### ACID FORMING FOODS

Try to eliminate acid forming foods such as coffee, alcoholic beverages, meats, dairy products, white bread and sugar products for they are very acid forming.

## INSTRUCTIONS

### **PROGRAM 2: THE ULTIMATE CLEANSE**

Items needed to begin the Ultimate Cleanse:

1. *(Optional)* Enema bag.
2. A juicer or a source of fresh juice for each day. The fresh juices will supply you with the nutrients your body will need daily.
3. 7-Day Miracle Cleanse Herbal Mucus Eliminator will aid in the loosening of the hardened mucous layers in your colon.
4. 7-Day Miracle Cleanse Super Boost Greens is your vegetable protein to help maintain your strength.
5. *(Optional)* Health Man's Detoxification Tea (purchase separately)
6. Potassium Broth (sidebar)

On each of the seven days:

In the morning, prepare or purchase 1/2-1 gallon of fresh juice such as carrot, apple, watermelon, cantaloupe, or grape. If you have Candida, do not use fruit, carrot, or beet juices. (See section on Candida on our website at [www.7dmc.com](http://www.7dmc.com)) Most people drink 1/2-1 gallon of fresh juice each of the seven days, depending on the weather.

Take seven capsules of the Herbal Mucus Eliminator in the morning and seven capsules in the evening. These can be taken with either juice or water.

Take six capsules of the Super Boost Greens any time of the day but preferably in the morning with either juice or water.



### **POTASSIUM BROTH RECIPE**

- 1 potato
- 1 carrot
- 1 onion
- 1/4 head of cabbage

Cut all vegetables into large pieces and steam them in six cups of distilled water for 5-8 minutes. Season them with vegetable salt, Bragg's liquid aminos, or Herbs de Provence. You can purchase these seasonings at your local health food or natural food store. Remove the vegetables from the broth and do not eat them.

# 7 Day Miracle Cleanse

## INSTRUCTIONS

### HOME ENEMAS (OPTIONAL)

On each of the seven days, you will take a series of enemas. It is recommended that you do this as late in the day as possible because it can be a little tiring. Try not to exert too much energy throughout the day.

Rest as much as possible and do not try any vigorous exercise such as running, weight lifting, aerobics, or cycling. These exercises will cause too much fatigue.

Instead, try walking, yoga, breathing, or meditation. Avoid stressful situations and stay focused on your goals. Write down on paper what those goals are and place it on your bathroom mirror so you will read it daily. You will notice the material that you expell will be black in color and have a ghastly odor. You should eliminate 5-25 pounds or more of this putrid material during the 5th, 6th, and 7th days of the program. It is truly amazing!



### (OPTIONAL)

At least two times per day, drink one cup of Health Man's Detoxification Tea.

Instructions for preparation are on the label. You can drink the tea as often as you like throughout the seven days. (Purchase separately)

### DAY-BY-DAY INSTRUCTIONS

#### DAY ONE

In the morning and evening, take seven capsules of the Mucus Eliminator with either juice or water.

You can drink as much juice as desired throughout the day along with the Potassium Broth and since this is your food for the next seven days, you should drink plenty so that you do not let yourself become hungry and discourage. Drink at least 1/2 gallon per day. Take 6 capsules of Super Boost Greens with either juice or water once in the morning and evening. Drink at least one cup or more of Health Man's detoxification Tea. (Optional, purchase separately) At the end of the day, you will do your first colonic. For those who will be using enemas, use warm water and administer several times. Try to hold the water in as long as you can before you expel. If possible, it is best to complete your colonic at the end of the day. If you experience any cramping, don't be alarmed; simply take two fingers and massage the area gently. This will assist the bowel to dislodge mucus plaque. It is a new experience for some of you but see it through because it gets better. Your first day, you will eliminate the most recent waste from your bowels. On the 4<sup>th</sup>, 5<sup>th</sup>, 6<sup>th</sup> and 7<sup>th</sup> days, you will be



## INSTRUCTIONS

Eliminating the hardened mucus layers. You may experience headaches or nausea. You are highly toxic but they will pass so do not become discouraged. Your digestive organs are releasing toxins, releasing them into your bloodstream. It will take a day or two for your body to eliminate this pollution from your body. Remember, you are cleaning house.

### DAY TWO

You will repeat day one. You may feel a little lighter, but don't over extend yourself; take it easy and relax as much as possible.

### DAY THREE

You will repeat day one. Your cells have started to rejuvenate; you're starting to see changes in your face, hips, and chin. Continue to relax as much as possible. Go to the beach, take a walk, or do yoga.

### DAY FOUR

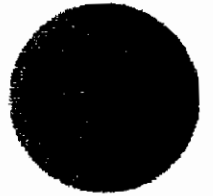
You will repeat day one. You may experience emotions that you may have never felt before. Your mental clarity will increase. You may begin to feel very spiritual, happy, and young. These thoughts will usually distract you from thinking about food. You can do a colonic if you feel you have more mucus plaque to eliminate. You should increase your enemas to 5-10 a day.

### DAY FIVE

You will repeat day one. Try to stay quiet throughout the day and avoid stress. Today, you should eliminate plenty of hardened mucus plaque during your colonic or enemas.

### DAY SIX

You will repeat day one. You can do one colonic or enema in the morning and one in the evening. Remember, days 5, 6, and 7 are the best days because the herbs have activated the mucous plaque and it will begin to detach from the walls of your colon. It is in your best interest to finish all seven days. The overall goal is to eliminate the old mucus layers from your digestive tract. By now, you have probably gone through many changes both emotionally and physically, you are doing a great job, with just one more day to go.



## NEW EXPERIENCES

By Day 4 you may experience emotions that you may have never felt before. Your mental clarity will increase.

# 7 Day Miracle Cleanse

## INSTRUCTIONS

### DAY SEVEN

You will repeat day one. You made it. Congratulations! you are on your way to better health. Finish out the day and tomorrow, you can eat.

### DAY EIGHT

You have completed your 7-Day Miracle Cleanse Program! Now you can begin to eat again. You should now realize you do not need to eat three meals a day because your body accumulates too much waste and too many residues which are very taxing on the digestive system. Remember not to eat too much because you are restarting your digestive system and you do not want to overload it. Eat only soft fruits like pears, bananas, peaches, avocados. It is important that you do not cleanse longer than seven days at a time. After seven days, the natural vitamin C will need to be replenished so it is recommended to break your cleanse for at least three days. Then, if you wish, you can begin another cleanse.

If this is your first cleanse, you should complete six cleanses the first year, one every seven weeks. After the first year, complete one every six months to maintain a clean digestive tract.

### DAY NINE

You can resume eating a healthy diet. Do not go back to your previous unhealthy eating habits. If your diet is not healthy you should improve it or you will return much more quickly to a toxic state. You will be ready for your next cleanse in seven weeks.



### **DAY 8**

**By Day 8, you should now realize you do not need to eat three meals a day because your body accumulates too much waste and too many residues which are very taxing on the digestive system.**

## The Ultimate Cleanse

### HERE IS THE RECOMMENDED ULTIMATE CLEANSE

1. Complete 1 bottle of Parasine 2 before each cleanse. This will almost insure your body to be free and clear of parasites! After the first year it is recommended to complete 2 bottles a year for maintenance within 8 weeks.
2. Ideally, complete one 7-day cleanse every 2 month for the first year and once every 6 months for maintenance. This will keep you free and clear from the mucus developing on the wall of the intestines.
3. Completing this process will eliminate the toxins, sludge, parasites from your digestive tract. Also, it will help recondition and reshape your large intestines (colon) necessary for a perfect, healthy body.

### AFTER YOUR CLEANSE

If this is your first cleanse, you should complete six cleanses the first year, one every two month. After the first year, complete one cleanse every six months to maintain a clean digestive tract. You will be ready for your next cleanse in two month. If you chose Program 1 this time, perhaps you will feel more confident and want to try the Ultimate Cleanse in two month.

On day nine, you can resume eating a healthy diet. Do not go back to your previous unhealthy eating habits. If your diet is not healthy, you should improve it or you will return much more quickly to a toxic state.

If your diet is not very good and if you have the will to improve it, here are some tips:

1. If you were eating three or more meals per day, try reducing to two meals per day, and drink fresh juices as a replacement, especially carrot juice or carrot juice combinations. Your body will love you for this! You will find that the more vegetable juice you drink, the less food you will eat. Juice is loaded with a vast amount of nutrients.
2. Try to become aware of what you put into your body. After the cleanse, you should be able to assimilate more



### STAY AWAY

Nicotine, caffeine, alcohol, and milk products are very acid forming and will cause you to desire to eat more due to the acid created from these products. Try to stay away from them completely.

## 7 Day Miracle Cleanse

### The Ultimate Cleanse

nutrients from the foods you eat and you may find that you may be less hungry throughout the day. Therefore, don't eat merely because it is "time" to eat, but eat only when you are truly hungry.

3. Nicotine, caffeine, alcohol, and milk products are very acid forming and will cause you to desire to eat more due to the acid created from these products. Try to stay away from them completely.
4. Your daily program should include six capsules of Super Boost Greens taken with juice or water as your perfect protein source. Eliminate all flesh food products (meats). If you need protein, take Super Boost Greens capsules daily.
5. Eliminate white bread products and replace with rye, spelt, or sprouted breads.
6. Read labels! A good rule is, if you cannot pronounce it and if you don't

know what the ingredient is, don't eat it. In most cases, it is a chemical and man-made. Try to stay away from processed foods because they are mucous forming, lack live enzymes and are mostly indigestible. Eat natural, organically grown foods because they will produce energy and life.

7. Start your day with this routine:  
Squeeze the juice of one lemon into 8 ounces of hot distilled water. This will flush out your liver.  
Drink juices throughout the day:  
8 ounces of grapefruit and orange juice  
1-4 quarts fresh carrot juice  
1 ounce or more of wheatgrass juice  
16 ounce carrot juice combinations including 65% carrot juice with spinach, beet, ginger, tomato, celery, parsley, garlic  
8 ounces carrot, apple, parsley



#### READ LABELS!

A good rule is, if you cannot pronounce it and if you don't know what the ingredient is, don't eat it.

## 7 Day Miracle Cleanse

### FREQUENTLY ASKED QUESTIONS

**Q: After completing the 10 days of Parasine 2, how many days can I wait before starting the 7-day program?**

A: You can wait up to 3 days, but it is recommended to start your 7-day program right after the Parasine 2.

**Q: How will I know if I am eliminating mucous plaque?**

A: Mucous plaque is rubbery in texture and will have a foul smell. Usually, you won't start seeing it until your 4<sup>th</sup>, 5<sup>th</sup>, 6<sup>th</sup> and 7<sup>th</sup> days of your cleanse.

**Q: Will I be running to the bathroom during the day?**

A: During program 1, you should eliminate 2 – 4 times per day and still be in control. During program 2, you will typically eliminate during the enemas or colonic in the evening.

**Q: Can I drink acid-forming beverages (coffee, sodas, alcohol, milk, etc.) during the 7 day cleanse?**

A: The purpose of the Super Boost Greens is to increase alkalinity in the body. This is why you should continue taking them after you finish the cleanse.

**Q: Will I lose weight?**

A: The average person will lose 5 - 25 pounds.

**Q: Do I have to do the enemas or colonics?**

A: There are two different programs from which to choose. Program 1 does not include enemas or colonics. Program 2 recommends enemas or colonics. You do not have to but it is recommended for optimal results.



#### WILL I LOSE WEIGHT?

The average person will lose 8 - 15 pounds.

## 7 Day Miracle Cleanse



### IS THIS PROGRAM SAFE FOR CHILDREN?

It is safe for children age 10 and up but it is recommended to cut the dosage in half.

## FREQUENTLY ASKED QUESTIONS

---

**Q: Should I do more than one 7-day cleanse per year?**

A: If you have never done any colon cleansing, it is recommended to do six of the 7-day programs, one every seven weeks, for the first year and then one every year thereafter for maintenance purposes.

---

**Q: Is this program safe for children?**

A: It is safe for children age 10 and up but it is recommended to cut the dosage in half. Children ages 10 to 14 should only do four days. Children age 15 and older can do the full 7-day program.

---

**Q: Are there any side effects in taking the Parasine 2?**

A: When taking the Parasine 2, you may experience headache, cramping, nausea, and/or diarrhea; however these are not side effects of the Parasine itself, but symptoms that you are very toxic. They will subside in the first day. It is not the product that is making you feel sick, it is your body releasing toxins.

---

**Q: Can nursing mothers do this program?**

A: It is not recommended until you stop nursing.

---

**Q: Can I do the cleanse while pregnant?**

A: No, you should not do a cleanse while pregnant.

---

**Q: How often can I do an enema after the program?**

A: Once every couple of weeks.

---

**Q: Do I have to become a vegetarian once I finish the 7-day cleanse?**

A: No, you do not but it is better to stay away from acid-forming foods such as meats, coffee, sodas, milk, alcohol, etc. for better health.

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## FREQUENTLY ASKED QUESTIONS

---

**Q: Can I exercise during the 7-day program?**

A: Exercise is great, but not vigorous exercise because you don't want to tire or overdo it. You are giving your digestive organs a vacation. Take it easy during the 7-day program.

---

**Q: If Parasine 2 should make me feel unwell, what should I do?**

A: Reduce the dosage to 5 per day until the bottle is empty.

---

**Q: Can elderly people do this program?**

A: Yes, it is highly recommended for elderly people to do this program.

---



### EXERCISE

Exercise is great, but not vigorous exercise because you don't want to tire or overdo it. You are giving your digestive organs a vacation. Take it easy during the 7-day program.

## 7 Day Miracle Cleanse

### 7-DAY MIRACLE CLEANSE

#### LIVER DETOXIFICATION CLEANSING PROGRAM

(NOT INCLUDED-MUST BE PURCHASED SEPARATELY)

The average American diet contains many toxins that strain the immune system. To counteract the effects of these toxins, it is important to start with detoxifying the colon but then the clogged liver must be treated. After completing the 7-Day Miracle Cleanse Program, it is important to continue your detoxification by cleansing your liver. The liver can contain intrahepatic stones that block bile flow and adversely effect digestion. Toxins in food, parasites, drugs, and dental toxins also put a strain on the liver.

The liver is the largest gland in the body. It performs many functions, working with nearly every fundamental system and process, including homeostasis, synthesis, storage, excretion, filter, and defense. First, it regulates blood sugar levels, lipids, and amino acids. Because it is one of the hardest working regions in the body, it produces heat, which is trans-

ported to warm less active regions. The liver also forms plasma proteins, heparin, bile, cholesterol, and vitamin A from carotene. It extracts many harmful materials from the blood and excretes them in the bile or from the kidneys. For example, drugs are taken up by the liver where they are broken down and excreted. Finally, the liver stores vitamins B-12, and D. The gall bladder is located inside the liver and is the storage place for bile produced by liver cells.

The restoration of the liver is of vital importance in fighting cancer, as cancer is a symptom of a malfunctioning liver. In the Immune Perspectives article "The Liver, Laboratory of Living," Dr. Leo R. Bick states, "No disease, especially degenerative diseases including cancer and AIDS could survive longer than a few weeks without the healthy liver." This is because the liver is responsible for producing anti-tamines to neutralize substances that encourage cancer growth. In addition, the liver produces chemicals that fight viruses and bacteria.



#### FUNCTIONS OF THE LIVER

The liver stores  
vitamins A, B-12,  
and D.

The liver also forms  
plasma proteins,  
heparin, bile,  
cholesterol, and  
vitamin A from  
carotene.



### 3-DAY LIVER & GALL BLADDER FLUSH

1. Each morning upon rising drink 8 ounces of hot distilled water mixed with the juice of one lemon. This is not only stimulating, but also flushes out the digestive organs of leftover residues.
2. Within 15-30 minutes, mix the following in a blender:  
8 ounces fresh orange, lemon, lime, grapefruit, or tangerine juice or a combination  
8 ounces of distilled water  
2-4 Tbsp. of organic virgin cold pressed olive oil  
2-4 peeled cloves of garlic  
1 pinch of cayenne pepper  
1 piece of peeled fresh ginger root  
*Blend well and drink.*
3. Drink plenty of fresh fruit and vegetable juices throughout the day diluted 25% with distilled water.
4. Drink fresh wheatgrass juice. If you have never had wheatgrass juice before, start with one ounce and increase.
5. Drink at least four cups daily of Health Man's Detoxification Tea. Try adding lemon to the tea.
6. Take 10-20 capsules per day of LVR-C3 with distilled water or fresh juice.

On Day 4, you will break your liver cleanse. Eat soft fruits such as ripe bananas, avocados, pears, and peaches. Drink plenty of fresh juices. In the evening, eat a fresh salad and soup.

After you have cleansed your liver, you need to follow up by taking care of it:

1. Negative emotions like anger can put a terrible strain on your liver so remember to love yourself and to have fun.
2. Avoid processed foods, caffeine, alcohol, refined sugar, artificial sweeteners, fatty foods, processed flour, smoked foods, preserved foods, and animal fats.
3. Try not to overeat, as it strains your liver, and choose lighter foods. Also, eating smaller meals more often is better than one or two large meals. Avoid eating before bed.
4. Enjoy your newfound food choices, such as whole grain foods, raw seeds, nuts, and fruits, raw or lightly steamed vegetables.
5. Continue to drink fresh juices, especially beet, wheatgrass, and alfalfa.
6. Exercise is important to maintain a healthy liver because deep breaths flush the liver of toxins.
7. Eat parsley or kale to stimulate bile flow.



#### VEGETABLE BROTH

Vegetable broth is a great addition to your cleansing program because it helps flush out unwanted salts and acids while providing a concentrated amount of vitamins and minerals.

**LVR-C3 (100 capsules) and Health Man Detoxification Tea (10 oz) - \$59.95**

# 7 Day Miracle Cleanse



## FRESH FRUIT JUICES

Be sure to drink plenty of fresh fruit and vegetable juices throughout the day diluted with 25% distilled water.

## WHY CLEANSE?

### 1. DETOXIFICATION

We live in a toxic environment in which we are exposed to harmful chemical additives in our food and hazardous wastes in air, water and food supplies. In addition, our bodies produce toxins as a product of metabolism. These toxins accumulate in our bodies and cause damage we may not immediately detect; however, toxic build-up will eventually severely damage our immune systems. Thus, supreme cleanliness is the first step toward achieving a healthy body. Any accumulation or retention of morbid matter or waste of any kind will retard the recovery process. The channels of elimination are the lungs, sweat glands in the skin, the kidneys, and the bowels.

It is paramount to your health that all eliminative channels operate efficiently. The lungs expel carbon dioxide, a waste gas from the metabolism of food in the body's cells. Sweat glands secrete perspiration, composed of water, sodium chloride, and the toxins urea, ammonia, and uric acid. Urea, ammonia, and uric acid are waste products of protein metabolism and would be damaging to the body if retained. Every day, your kidneys process approximately 200 quarts of blood to sift out about two quarts of waste products and extra water. The wastes in your blood come from the normal breakdown of active tissues and from the food you eat. If your kidneys do not remove these wastes

efficiently, the wastes build up in the blood and damage your body. The liver extracts many harmful materials from the blood, including drugs, heavy metals, and poisons and excretes them from the kidneys. In other words, the kidneys excrete the end product of food as well as waste from the liver. The bowels are responsible for processing and eliminating food waste in the form of dead cells, cellulose fibers, and other indigestible substances, which are the results of our physical and mental activities. The internal organs can hold a lot of toxins, and it is impossible to remove them without cleansing. If these toxic wastes are not eliminated, they will cause toxemia. The 7-Day Miracle Cleanse Program is a professional cleansing system that gives the body the opportunity to "clean house" and to eliminate toxins and other foreign materials.

Because everyone lives in a toxic environment, proper nutrition and the regular use of the 7-Day Miracle Cleanse Program are necessary for survival. In most people, the entire digestive tract is polluted with poisonous, toxic residues. Parasites, including worms thrive on these toxic materials, which are also collected in the mucous plaque throughout the digestive tract. Parasites can enter the bloodstream because the blood is fed by the bowels. The retention of such insidious ingredients can only bring decay, disease, and poor health. Take the first step toward a healthy body and complete the 7-Day Miracle Cleanse!

## WHY CLEANSE?

### 2. CONSTIPATION

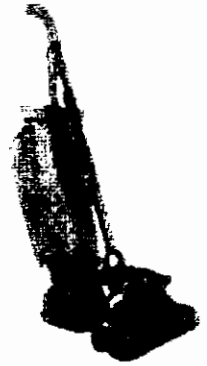
It is estimated that over 97% of the population is constipated. According to Dr. Norman Walker, the number one affliction underlying almost every ailment is constipation. In other words, it is "the primary cause of nearly every disturbance of the human system." This is because the blood vessels lining the colon collect nutrients missed by the small intestine. In his book *Pure and Simple Natural Weight Control*, Dr. Walker explains, "If the feces in the colon have putrefied and fermented, any nutritional elements present in it would pass into the bloodstream as polluted products. What would otherwise be nutritional becomes, in fact, the generation of toxemia... a condition in which the blood contains poisonous products which are produced by the growth of pathogenic or disease-producing bacteria." Pimples can be an indication of the presence of toxemia. The typical American diet causes the colon to be filled with toxins that strain the eliminative channels and ultimately, the immune system.

The human body is made up of live cells but when we congest our body with cooked foods made up of dead cells, the digestive process slows to a crawl. Man-made chemicals, devitalized foods, cooked foods, and foods that are not

fresh are virtually indigestible and therefore slow down the digestive tract. The walls of the colon are equipped with sensitive nerves and muscles whose function is to create a wave-like action, called peristaltic waves. These waves move the fecal waste products through the colon. When the bowels slow down to a crawl, or become impacted, it is then that wastes have the opportunity to ferment and putrefy in the colon, causing toxemia. The symptoms of constipation include infrequent bowel movements, passage of hard stools, and difficulty in passing stools.

The length of time that fecal matter sits in the colon is a problem that Americans need to worry about. In other countries, where processed foods are not as accessible, people have one bowel movement per meal eaten. Ideally, fecal waste should stay in our system 6 to 8 hours, but no longer than 24 hours. In America, where processed foods are diet staples, the transit time averages from 72 to 96 hours. This gives the fecal matter time enough to become putrid, ferment, and build up toxins that can affect every part of the body. In summary, if you do not have bowel elimination after every meal, you are constipated.

As a result of a diet high in fat and protein, the feces of North Americans have only about half the bulk of Far



### CLEAN HOUSE

The 7-Day Miracle Cleanse Program is a professional cleansing system that gives the body the opportunity to "clean house" and to eliminate toxins and other foreign materials.

## 7 Day Miracle Cleanse

### WHY CLEANSE?

Eastern or African populations, and are eliminated from the intestinal tract much more slowly. Studies have shown that indigenous African peoples consume 75-100 grams of fiber daily and have a fecal transit time of 4-6 hours, whereas the average American consumes only 12-17 grams of fiber daily and has a fecal transit time of 60-90 hours. Correlating to these figures, the rate of colon cancer is far higher among North Americans, suggesting that the retention of a fat-laden, compact fecal mass in the lower bowel contributes to cancer development.

Constipation is the retention of feces caused by hardened mucous plaque residues that line the walls of the colon and act as plaster. In order to decrease the amount of toxins absorbed into the blood stream from the colon, mucus is created to act as a barrier from the waste of certain foods, especially meat, dairy, white flour, and other processed foods. The mucus is actually a natural defense mechanism of the body and could be efficiently eliminated through the colon if it did not occur frequently. But most people eat mucus-producing foods every day, creating a toxic build up of layers and pockets of mucous plaque and decayed fecal matter, which can stay in the colon for many years. One function of the colon is to absorb water, so some of the epithelial cells of the colon secrete a

lubricant for the drying mass of undigested food residue. With the presence of mucous plaque and encrusted fecal matter, it is not possible for the lining of the colon to function efficiently, and the colon cannot produce its necessary lubrication. This further intensifies the state of constipation and toxemia.

First and foremost, the mucous plaque that has been developing over your lifetime must be eliminated. It is important to maintain the digestive tract by thoroughly cleansing using the 7-Day Miracle Cleanse. Ideally, the program should be completed every six months to prevent mucous plaque from developing on the walls of your colon ever again!



#### KEEPING THE BALANCE

Maintaining a diet composed of fresh fruits and vegetables and fresh juices, along with periodic colon cleansing can hinder or prevent sickness and disease.

### 3. COLON CLEANSING

*(Optional, but recommended for best results)*

Dr. V.E. Irons, a bowel specialist, said "toxic colon has everything to do with premature aging. Over 100,000 people die from colon cancer every year and millions suffer from terrible health problems caused directly by a diseased colon." According to the Merck Manual, a well-respected medical publication, diverticulosis is a major colon disease that has increased over the last 40 years from 10% of adults in 1950 to the current finding that every adult person has m

### WHY CLEANSE?

diverticulae. The U.S. Public Health Service reports that 90% of the population has a clogged colon. According to the great N.W. Walker, D.Sc., Ph.D., who was a leading authority of health and wellness, "The best diet is no better than the worst diet if you don't cleanse the colon properly." Cleansing the colon is the single most crucial hygienic need of the human body.

Why are we so reluctant to talk about the most vital part of the body? Our society has conditioned us into avoiding the most critical part of our body while encouraging the cleanliness of other parts. Everyone cleans the other orifices of the body, but it is pure ignorance not to cleanse the filthiest part. Your anus and colon are considered to be the sewer of the body so you avoid them, but sooner or later, you are going to have to address this issue. Prevention is the only way to ensure that your immune system is not compromised by the build-up of mucous plaque and toxins. Maintaining a diet composed of fresh fruits and vegetables and fresh juices, along with periodic colon cleansing can hinder or prevent sickness and disease. Colon cleansing is one of the important components of the 7-Day Miracle Cleanse.

The colon is not merely the sewer of the human body; it is the center of the human body. It has many nerves con-

nected to all vital points of the body and when stress is created in the colon by pressure, it can have a direct affect on the nerves leading to particular points of the body. Thus, it is imperative to keep the colon free from any mucus build up. Mucus is formed because of the residues of certain foods. Foods that are not composed of fresh fruits and vegetables, raw nuts and seeds will encourage the production of mucus. Each meal eaten of dead foods leaves a microscopic residue on the walls of the colon. This material averages 1/8 to 1/4 inch in thickness. Over the years, it putrefies and becomes as hard as black tire rubber, stuck to the walls of the colon.

If achieving a clean colon were as simple as washing out the loose material on the inside of the colon, it would not be difficult to clear away; a colonic would do the job. What is a colonic? A colonic is similar to an enema that cleanses the entire length of the colon and sometimes the appendix. It is also referred to as hydrotherapy, colon cleansing, or colonic therapy. It is a repetitive washing of the colon using lukewarm water, filling the colon with up to a quart at a time, expelling the water time after time, until the bowels are empty. Unfortunately, it is not that easy. One reason is the presence of hardened mucous plaque lining the walls of the colon. Another reason that a



**CLEAN UP**  
Cleansing the colon is the single most crucial hygienic need of the human body.

## 7 Day Miracle Cleanse

### WHY CLEANSE?

colonic alone is not sufficient in cleansing the colon is the presence of diverticulae, sacs that extend through the colon. Diverticulae are caused by a sluggish, constipated bowel. They act like pockets as they become packed with fecal matter and can cause the bowel to retain up to 20 pounds of toxic, putrid waste stuck to the walls of the colon. Obviously, this creates a filthy environment and an ideal breeding ground for sickness and disease. In order to ensure success in cleansing the colon, the Herbal Mucus Eliminator must be used in conjunction with colonics during the 7-Day Miracle Cleanse. As the herbs activate and loosen the mucous plaque over the seven-day period, the daily colonic or enemas assist to dislodge this filth from the walls of the colon and remove it from your body.

Colonics should only be administered by a Colon Hydrotherapy Specialist.



#### WHY ARE WE OVERWEIGHT?

Man-made "foods" that are relentlessly advertised, indigestible and contain little to no nutritional value.

#### 4. ACHIEVING PERFECT WEIGHT

Achieving your proper body weight is easy and yet, Americans have a big problem. The U.S. surgeon general reports that 61 percent of adults and 14 percent of teenagers are overweight. Obesity is a major nutritional problem among Americans. In the last 20 years, the rate of obesity has doubled among adults and tripled among children. The January 2004 issue of Archives of Pediatrics & Adolescent Medicine reports that teenagers in the US have higher rates of obesity than those in 14 other industrialized countries. In fact, 31% of teenagers are overweight and another 15% are obese. Unfortunately, these weight problems will carry on into adulthood. According to the CDC, 30 percent of middle-aged women and 15 percent of middle-aged men are obese. Accord

### WHY CLEANSE?

to the American Society for Bariatric Surgery, 16 million Americans are morbidly obese. A person who is more than 120% of his or her appropriate weight is considered obese. More than 300,000 people die each year from diseases caused by excess weight. Obesity is correlated with a significant increase in coronary artery disease, diabetes, and other disorders. In the year 2000, obesity cost the country \$117 billion in health care expenses.

Why are over 200 million people overweight? The answer is conditioning. We have been tricked, misled, and lied to by advertisers, in the name of greed. Take a look in the mirror and ask yourself how it makes you feel to have been deceived all these years by schools, doctors, and food corporations. Almost all corporations advertising on radio, television, billboards, and other media sell man-made products because these companies are only interested in profits! In the year 2001, McDonald's spent \$1.1 billion on advertising. On the other hand, vegetables and fruits are rarely promoted because there is not enough profit involved. The man-made "foods" that are relentlessly advertised you must not eat because they are composed of processed foods, dead foods, and added chemicals. They are indigestible and contain little to no nutritional value. For example, cereal

grains have as much nutritional value as table sugar when they are milled into flour. Your body actually enacts a defense system against these foods, by producing mucus to protect itself. The mucus hardens against the walls of the colon and gradually becomes thick and hard, interfering with the functioning of the colon and ultimately, every body system.

To illustrate the point that Americans have been conditioned to consume unhealthy diets by relentless advertising campaigns, consider a study conducted by obesity researchers of 15 industrialized nations, including the United States. Teenagers in the United States are ranked number one in obesity because they are more likely than teenagers in other countries to eat fast food, snacks, and sugary sodas. On the other hand, Lithuania has the one of the lowest rates of obesity because Lithuania has few fast food restaurants. As another example of conditioning, consider the fact that the average American consumes about twenty times more salt than our bodies need. Excess salt has been linked to hypertension. Another health hazard is animal fat, such as that present in beef and pork. It has been known for some time that diets high in animal fats somehow interfere with the regulation of blood cholesterol, implicated in atherosclerosis and heart attacks. Remember that the foods you eat

#### OBESITY IN AMERICA

Americans have been conditioned to consume unhealthy diets by relentless advertising campaigns.



## 7 Day Miracle Cleanse

### WHY CLEANSE?

are your only defense against the effects of stress, radiation, pollution, and toxic chemicals. Eating processed foods that are nutritionally empty leave the body vulnerable to poor health and low energy.

Not only have you been misled by corporations, you have also been misled by governmental entities such as the USDA. The USDA has notoriously downplayed the health risks of red meat and dairy products in order to protect the dairy and cattle industries. For example, scientists have known about the dangers of red meat and dairy products since the 1960's. Milk is a high-fat drink that is designed to turn a 45-pound calf into a 1000 pound cow in just 18 months. The fact is that humans are the only species to consume milk after infancy and the only species to take another species' milk. Milk is baby food for cows and is unnatural for people. This is why it often causes allergic reactions, digestive disturbances, and it is also linked to heart disease. Eggs contain an extremely dense concentration of cholesterol. They are intended to support a baby chick for 21 days while it is developing. When people eat eggs, the cholesterol enters the bloodstream and increases the risk of heart disease. The human body actually produces all the cholesterol it needs and can only dispose of 100 mg of extra

cholesterol. Any more than 100 mg of extra cholesterol taken per day begins clogging the arteries. Finally, the USDA Food Guide Pyramid has now been blamed for the epidemic of obesity because it leads the people to believe that all fats are dangerous while carbohydrates are healthy choices. The reality is that excessive carbohydrates lead to obesity and the wrong carbohydrates can be deadly, while fats found in fish, nuts, and vegetables help protect against disease. Now that you know the truth, make this part of your thoughts at least twice a day. This is how you are going to recondition yourself to change the old eating patterns.

How simple is it to achieve optimal body weight? First, 80% of your diet should be limited to fresh fruits and vegetables, especially fresh vegetable juices. Fresh juices should make up at least 50% of your daily food. Eliminate all sugar, white flour, most dairy products – especially pasteurized milk, nicotine, caffeine, soft drinks, alcoholic beverages, and salt. These products are dead and have no nutritional value. These are the "foods" that have created the body you currently have. To locate foods with minimal amounts of undesirable ingredients, start shopping at the local natural foods markets and buy organic products whenever possible. Start reading the



#### ONE STEP AT A TIME

You should change your eating habits gradually so you and your body will have an easier time adjusting.



### WHY CLEANSE?

labels for denatured ingredients. Do not buy labels that claim to be "fat free" because these words do not mean anything. This is more deceptive advertising. Don't drink juices that are pasteurized or cooked because these juices are dead. For example, cooking or processing vitamins destroys them. Find recipes for fresh foods. Remember to think FRESH. This is important so that you don't revert to your old body and old eating patterns. Finally, prescription drugs are poisonous to the human system. Most people are afraid to stop taking medication. If you regularly complete the 7-Day Miracle Cleanse Program and change your diet, you are going to discover that you do not need any drugs. Let it happen and you'll see for yourself that all you need is the right guidance. Begin your metamorphosis today!

According to the concept known as adaptive thermogenesis, thin people can consume large amounts of food without gaining weight because the appetite center speeds up metabolic activity to compensate for the increased consumption. Thermogenesis allows the body to eliminate excess calories by generating heat. Defective thermogenesis causes the transformation of a larger fraction of a given caloric intake into body fat resulting in weight gain and obesity. Specialized

types of fat cells, called brown fat cells, send signals to control the thermogenesis response. The primary role of brown adipose tissue is thermogenesis and overall energy control. Some diets actually suppress thermogenesis, which is the opposite of what you need to lose weight; to lose weight, you want to speed up metabolism, not slow it down. This is why 95% of diets fail. The 7-Day Miracle Cleanse is a diet that supports thermogenesis and you will lose weight.

If you are overweight, your glandular system is all clogged up. In order to lose weight, your body needs an efficient and balanced glandular system to support thermogenesis. The most critical gland in weight control is the thyroid gland because it is usually the cause of the imbalance. The thyroid is a butterfly-shaped gland located in the neck, surrounding the windpipe. It produces the hormone thyroxine, which serves to regulate the rate at which metabolic reactions occur in the body. Thyroxine is essential to induce thermogenesis. Thyroid hormones are released into the bloodstream and are transported throughout the body where they control metabolism. Metabolism is the conversion of oxygen and calories (food) into energy. Every cell in the body depends upon thyroid hormones for regulation of their metabolism. As thyroxine levels

### DECEPTION IN ADVERTISING

Do not buy labels that claim to be "fat free" because these words do not mean anything. This is more deceptive advertising.



## 7 Day Miracle Cleanse

### WHY CLEANSE?

increase, so does the relative speed at which reactions occur and so does the caloric expenditure. As thyroxine levels decrease, so does the speed of metabolism. Only proper nourishment and internal cleansing can balance this gland and until the thyroid is balanced, it is not possible to lose weight effectively. This is why most weight loss programs are insufficient.

People have been trained and programmed to eat the wrong foods, so realize this and know that you must make the commitment to changing the way you eat and regularly completing the 7-Day Miracle Cleanse Program. You should change your eating habits gradually so you and your body will have an easier time adjusting. Over a period of one to three months, reduce your meat intake by one serving every week until you have eliminated all meat products. For example, if you eat meat four times a week, next week you will reduce your intake to three times, and so on, until you have eliminated all meats from your diet. Also, eliminate all dairy products, sugar products, soft drinks, milk, nicotine, caffeine, salt, and alcoholic beverages. If you feel you can be more aggressive than this, it is definitely in your best interest to do so. Be aware of what you put into your body and do not be afraid to speak up for eating the right foods. If you are



#### **WATER, WATER, WATER**

Since the brain of an Alzheimer's patient shrinks, it must be rehydrated with pure water daily. It takes about six months to compensate for the shrinkage.

severely overweight, you can expect to lose up to 40 pounds during the cleansing program. The average person will lose eight to 15 pounds, typically in the chin, abdomen, thighs, and hip areas, as these are the places your body stores fat first. Thousands of people have proven that this is one of the most balanced weight loss programs and it really works. Prepare for the 7-Day Miracle Cleanse and complete it. Your life will change forever!

### 5. PREVENTING/ FIGHTING ALZHEIMER'S DISEASE

According to Dr. Phillip Hodes, there are steps everyone can take to prevent or treat Alzheimer's disease:

1. Eliminate any sources of aluminum. For example: cookware, utensils, foil, underarm deodorants, drinking water, juices and drinks packaged in aluminum-lined cartons, and vitamins and bottled water in bottles with a tamper-proof aluminum seal across the top.
2. Undergo a brain and body detoxification program, which includes a fast. Raw juice therapy helps flush out the toxins and brings live enzymes into your system. Colonic irrigation will help clean out the colon of years of accumulated material and help the body function properly. Drinking distilled water is also beneficial, along

## WHY CLEANSE?

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### FIGHTING EASE

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with the use of herbal, non-caffeinated teas. This step precisely describes the 7-Day Miracle Cleanse, a professional detoxification program useful in preventing or treating Alzheimer's Disease.

3. Have all of your silver, mercury amalgam dental fillings removed from your teeth. The author of *Beating Alzheimer's* detailed the importance of this procedure. Upon removal, complete a 7-Day Miracle Cleanse to flush remnant mercury particles out of your system.
4. Bio-oxidative therapies such as oxygen chamber therapy are effective in bringing oxygen into the brain. Also, vitamin E, aerobic exercise, deep breathing, and the herb ginkgo biloba are beneficial.
5. Antioxidants, which work on the brain, are beneficial. Fruits and vegetables containing high levels of antioxidants are included in the back of this booklet.
6. Remove heavy toxic metals, including lead, cadmium, arsenic, nickel, copper, iron, mercury, and aluminum from your body. The 7-Day Miracle Cleanse also helps with this step.
7. Eliminate all alcohol, caffeine, tobacco, sugar, and foods that are refined, processed, or filled with chemicals and artificial color dyes, and replace them with natural, organically grown wholesome and whole foods. This step is also part of the 7-Day Miracle Cleanse Program.
8. Niacin is helpful because it opens up the blood vessels and brings nutrients, blood, and oxygen to the brain.
9. Herbal remedies such as cell salts, Bach flower remedies, and homeopathic remedies are helpful.
10. Finally, since the brain of an Alzheimer's patient shrinks, it must be re-hydrated with pure water daily. It takes about six months to compensate for the shrinkage.



### TEETH FILLINGS

Have all of your silver, mercury amalgam dental fillings removed from your teeth.

## 7 Day Miracle Cleanse

### COMPONENTS OF THE 7 DAY MIRACLE CLEANSE

#### 1. PARASITES AND PARASINE 2

Before you protest, "Me, parasites? No way!" consider the fact that, according to the USDA, the average cubic inch of beef contains up to 1200 larvae. If you do not wash your vegetables, larva can get into your system. It is estimated that 80-92% of the population suffer from parasites and don't know it. This is because by the time symptoms appear, the parasites have probably been in your system for ten to twelve years. What we once thought was an affliction of third world nations has become the disease of Americans. We get them through undercooked meats and fish, unwashed vegetables, milk, impure water, dogs, and cats. Parasites start in your intestinal tract where they breed and find food, robbing you of nutrients your body needs to stay healthy. Although non-organic commercial chemical fertilizing practices have already robbed most of the nutrients from the food you eat, these parasites take what is left. This, in turn, makes you have cravings and feel hungry most of the time, which causes you to habitually overeat. There are many kinds of parasites, including flatworms, roundworms, fungi, and microscopic parasites such as bacteria and protozoans. They thrive on mucus and acid-forming foods like meats, dairy products, chips, peanuts, eggs, coffee, sodas, and alcoholic beverages.



#### ROBBERS OF NUTRIENTS

Parasites start in your intestinal tract where they breed and find food, robbing you of nutrients your body needs to stay healthy.

Parasites are purveyors of sickness and disease.

Most parasites are too small to see with the naked eye. Over time, they can grow bigger or multiply rapidly and rob you of the abundance of nutrients from your body. This may sound alarming but it is a reality. The answer to the question of how to get rid of these parasites is by taking a clinically proven herbal combination called Parasine 2 and following it with the 7-Day Miracle Cleanse Program. Before you begin either program, the recommended dosage is 10 capsules a day until the bottle is gone. The Parasine 2 will kill the parasites in your body and the cleanse will eliminate the dead parasites. Follow up with a second bottle of Parasine 2 just before your second cleanse, which should be completed seven to eight weeks after your first cleanse. This should kill and eliminate the eggs that the original parasites laid before the first cleanse. Thereafter, to remain parasite-free, complete two bottles per year. It is important that after you complete the 7-Day Miracle Cleanse Program, you do not eat foods that are normally infested with high parasite counts.

## COMPONENTS OF THE 7 DAY MIRACLE CLEANSE

### 2. HERBAL MUCUS ELIMINATOR

Colonics are recommended by some therapists to clean a toxic bowel but with hard, toxic fecal matter locked into the folds and diverticulae of the colon for years, a colonic alone will not be a sufficient cleansing method. For example, it has been discovered that the average middle-aged meat eater can carry around a colon with five to fifty pounds of impacted fecal matter. Because of poor eating habits, it is not uncommon for Americans to have fecal matter in their colons nearly as old as they are.

The solution for complete cleansing is the use of the Herbal Mucus Eliminator, a completely natural herbal mixture containing psyllium seed, lactobacillus bifidus, bentonite in an herbal base of alfalfa leaf, sagrada bark, rose hips, buckthorn bark, garlic, goldenseal, and capseium. The Herbal Mucus Eliminator serves to activate and loosen mucous plaque from the walls of the colon so that a colonic can then efficiently wash it from the body.

Psyllium is a derivative of the *Mantago ovata* plant, an annual herb native to Asia, the Mediterranean region, and North Africa. It promotes intestinal acid/alkaline balance, important for maintain-

ing colon ecology. Because it is 70% bulk-forming fiber, it acts like a sponge to absorb toxins and undigested material, which it carries through the digestive system.

Lactobacillus is a probiotic bacteria species that occurs naturally in the intestines. It is a symbiotic organism, beneficial because it supports healthy immune function and aids in the absorption of calcium. The presence of lactobacillus bifida helps prevent fungus infection, diverticulosis, acne, and bad breath. It also promotes acid/alkaline balance.

Bentonite is another important cleansing agent, recognized by native peoples for centuries. It is volcanic clay derived from deposits of weathered volcanic ash. When combined with water, it expands and acts like a sponge capable of binding various types of wastes. According to the Canadian Journal of Microbiology, the bentonite clay is eliminated from the body with waste bound to it. Bentonite is also beneficial in that it contains 70 trace minerals. The alfalfa leaf base is an alkalizer.

Sagrada bark has been used by cultures around the world, including Native Americans. Meaning "sacred bark", it was named by Spanish missionaries who observed its use for medicinal purposes. Modern research has shown that it



### FECAL MATTER BACKUP

It is recommended to clean a toxic bowel accumulated by poor eating habits such as heavy meat consumption.

## 7 Day Miracle Cleanse

### COMPONENTS OF THE 7 DAY MIRACLE CLEANSE

encourages peristalsis and the release of bile, and promotes the growth of friendly bacteria.

Buckthorn Bark has been used as a remedy for constipation because it stimulates the colonic muscle. It has also been shown to fight some cancers.

Goldenseal, *Hydrastis canadensis*, is a native American medicinal introduced to early settlers by Cherokee Indians that is derived from the roots of a small forest plant and serves to stimulate peristalsis.

During the 7 Day Miracle Cleanse, you will be taking seven capsules in the morning and seven capsules in the evening of the Herbal Mucus Eliminator.

### 3. SUPER BOOST GREENS

*Highly recommended for continued daily use.*

#### SPIRULINA AND KELP

In the protist kingdom, there are more than 25,000 species of algae that can be found living everywhere: in water, on rocks, in soil, and on plants. Algae range in size from microscopic, single celled micro algae, to large macro algae such as the giant kelp, which can be over 150 feet long. Ocean micro algae, called phytoplankton, are the base of the entire

ocean food web. Micro algae families include blue green algae such as spirulina and green algae such as chlorella. Super Boost Greens contain the micro algae spirulina and the macro algae kelp. Both of these are super foods because they are among the world's healthiest foods and both have a long history of human consumption; the use of kelp or seaweed as a food and health source is recorded back to 10,000 BC.

Spirulina is an organism that has survived for 3.5 billion years. It contains 60% vegetable protein, and is the highest protein food containing all the essential amino acids. In addition to providing an excellent source of protein, spirulina provides phytonutrients. For example, the antioxidant beta-carotene is ten times more concentrated in spirulina than in carrots, and chlorophyll is a natural cleanser for the body. The rare essential fatty acid Gamma Linoleic Acid, GLA, is found in mother's milk to help develop healthy babies. The only other whole food source of GLA is spirulina. Finally, spirulina is also rich in vitamin B-12 to promote healthy nerves and tissue, magnesium, and trace minerals. The iron found naturally in spirulina is easier to absorb than iron supplements. Because it is easy to digest, nutrients are absorbed quickly.



#### KELP HELP

Kelp provides up to ten times more calcium and iron by weight. It also contains the trace elements zinc, boron, chromium, selenium, and tin.

### COMPONENTS OF THE 7 DAY MIRACLE CLEANSE

Rainwater washes minerals from the land down to the sea where they are incorporated into seaweeds, which have extraordinary nutritional benefits. Seawater has almost the same proportion of minerals as human blood and kelp is rich not only in essential minerals, but trace elements, amino acids, and vitamins as well. It is also high in fiber.

Kelp is a good source of the minerals calcium, iron, and iodine. Compared with dairy products, kelp provides up to ten times more calcium and iron by weight. It also contains the trace elements zinc, boron, chromium, selenium, and tin.

Seaweed contains high levels of vitamins A and B12, usually found only in meat, and also supplies at least average amounts of virtually every other vitamin including C, E, K, and the B complex: thiamine, riboflavin, niacin, B6, and B12. By using kelp in moderation as a food supplement, you can furnish your system with necessary minerals not readily obtainable in most vegetables.

One of the most amazing benefits of kelp is its ability to rid the body of radioactivity. Strontium 90 is a radioactive element emanating from nuclear power plants. It has a high affinity for calcium and can be easily concentrated in calcium rich foods such as milk and leafy greens. When

contaminated foods are eaten, the radioactivity enters the bone marrow along with the calcium and damages immune and blood cells. Alginic acid, one of the main components of seaweed, binds with radioactive strontium to form strontium alginate, and because it is insoluble, it is rapidly eliminated from the body. Consistently eating seaweed can reduce absorption of strontium 90 by 50% to 90%.

Seaweed strengthens the circulatory system, helps lower cholesterol, and provides optimum nourishment for the hormonal, lymphatic, urinary, circulatory, and nervous systems. Seaweed inhibits the growth of many viruses, and bacteria. This directly assists the immune system, as does seaweed's antioxidant ability. Seaweed has a soothing effect on the digestive system and creates an inner environment where nerve signals flow more smoothly and brain chemicals are produced as needed. Seaweed can dissolve fatty build-ups in the body.

#### GOTU KOLA

Gotu kola is a creeping plant related to parsley, found in tropical climates, especially in India and Sri Lanka. It is not related to the caffeine-containing kola nut used in original cola drinks. Based upon observations that elephants feed extensively on the plant and the belief that it



#### **ANOTHER BENEFIT OF KELP**

**One of the most amazing benefits of kelp is its ability to rid the body of radioactivity.**

## 7 Day Miracle Cleanse

### COMPONENTS OF THE 7 DAY MIRACLE CLEANSE

contributes to the long life span of the elephant, a Sri Lankan proverb proclaims, "Two leaves a day will keep old age away." Historically, gotu kola has been used in India and Indonesia to promote wound healing, prolong life, increase energy, and enhance sexual potency. Modern researchers have proven that gotu kola benefits the nervous, circulatory, and immune systems.

In the 1970's researchers found significant evidence that gotu kola improves symptoms of varicose veins as it strengthens the epithelial tissue that lines the outside and inside of blood vessels and arteries, as well as strengthening the connective tissue sheath surrounding veins. In fact, gotu kola has a general strengthening and toning effect on connective tissue and is recommended for skin conditions and for improving burn and wound healing, including scars as a result of surgery.

Because gotu kola improves circulation and builds circulation in the brain, it has a beneficial effect on the chemistry of the brain. Two of the active compounds in gotu kola, triterpenes and saponin glycosides, produce a calming effect. A recent study confirmed that gotu kola is helpful for relieving anxiety and stress. It contains many nutrients to feed the nervous system especially vitamins A, B, E, G, and K, and magnesium. It is used to

improve memory and mental clarity. Finally gotu kola breaks down the walls of invaders. Immune system benefits result from this antibiotic.

#### WHEAT GRASS

Dr. Ann Wigmore pioneered the use of wheat grass in the late 1950's. After testing various grasses she discovered wheat grass contains every vitamin identified by science and all known mineral elements. It is especially high in calcium, magnesium, phosphorus, potassium, as well as the trace minerals zinc and selenium. The protein contained in wheat grass is easily absorbed because of its small size.

Like all green plants, wheat grass contains chlorophyll, the chemical responsible for all life on earth because it drives the process of photosynthesis. Chlorophyll has also been proven to benefit the human body in countless ways. Scientist Dr. Birscher found that chlorophyll increases the function of the liver, affects the vascular system, the uterus, and the lungs." It is a natural, hindering the growth and development of harmful bacteria. Chlorophyll can be used to treat anemia by rebuilding red blood cells in the bloodstream, shown by research with animals with low red blood cell counts were given chlorophyll and the

#### WHEAT GRASS

Wheat grass contains every vitamin identified by science and all known mineral elements. It is especially high in calcium, magnesium, phosphorus, and potassium, as well as the trace minerals zinc and selenium.





### COMPONENTS OF THE 7 DAY MIRACLE CLEANSE

normal red blood cell counts after just four to five days. It is a natural detoxifier and body detergent having the ability to purify the blood, cleanse the tissues and cells, and remove harmful toxins from the body. The use of wheat grass has been proven to benefit the blood cells, bones, glands, hair, kidneys, liver, muscles, spleen, teeth, and other body parts. It is used in the treatment of many common ailments such as high blood pressure, diabetes, constipation, female problems, and colitis.

Magnesium contained in wheat grass helps to build enzymes that restore sex hormones and to relieve constipation.

#### **SPINACH LEAF**

Spinach leaf is rich in potassium and folate. It reduces the risk of cancer and protects against eye degeneration and heart disease. Because it provides an ample amount of iron, it is used to avoid or to relieve anemia or iron deficiency.

You will begin taking six capsules of Super Boost Greens daily, along with Parasine 2, and continue taking six capsules during the cleanse. It is highly recommended for continued daily use after completion of the program for all the health benefits discussed above.

#### **4. DETOXIFICATION TEA (PURCHASE SEPARATELY)**

*To place your order visit the website at [www.7dmc.com](http://www.7dmc.com)*

The detoxification tea is a special blend invented by the Health Man and is not available with any other program. All herbs are of the freshest and finest quality and are measured by hand to ensure the proper balance. Ingredients include milk thistle seed, dandelion leaf, Pau D'arco, ginger root, ginko leaf, juniper berries, burdock root, gotu kola (see above), and fenugreek. Many of the herbs have been used by cultures around the world for centuries.

The most ancient of all herbal remedies, milk thistle seed is extracted from a tall herb with prickly leaves and a milky sap. Native to the Mediterranean region, it has been used for centuries for liver complaints. Recent research has indicated that it does contain liver-protecting compounds. The antioxidant silymarin has liver protective effects against a variety of poisons; numerous studies have shown its benefits to the liver. As an antioxidant, silymarin protects cell membranes from free-radical damage.



#### **POPEYE HAD IT RIGHT!**

Spinach reduces the risk of cancer and protects against eye degeneration and heart disease.

## 7 Day Miracle Cleanse

### COMPONENTS OF THE 7 DAY MIRACLE CLEANSE

Dandelion is a perennial herb used to promote formation of bile and remove excess water and poisons from the body. It is also given for constipation, fever, and insomnia.

Pau D'arco is derived from the inner bark of a tree native to South America. It has blood-cleansing capabilities but also functions as an immune system builder, as it displays anti-yeast, anti-fungal, anti-bacterial, and anti-viral properties. Pau D'arco has also been used in the treatment of candidiasis, smoker's cough, leukemia, warts, infections, cancer, liver diseases, diabetes, AIDS, tumors, ulcers, rheumatism, and allergies.

Ginger Root, from the rhizome of the perennial plant *Zingiber officinale*, has been used in Asian medicine for 5000 years to treat ailments such as cold symptoms and nausea. The Greeks wrapped bread around ginger as a digestive aid, thus inventing gingerbread. It was used in Indian medicine as a cleanser and to relieve digestive problems and in England for diarrhea and nausea. Ginger is proven to stimulate circulation, relax blood vessels, promote sweating, and ease cold symptoms including sore throat and cough.

Ginkgo leaf comes from one of the oldest living species of tree, dating back 300 million years; the trees live to be over

1000 years old. Like ginger, it has been used in Chinese medicine for more than 5000 years to treat lung ailments and cardiovascular diseases. Recent research indicates that not only does it contain antioxidants vitamin C and carotenoids but also flavonoids that can dilate microcapillaries of the circulatory system. Many studies show this action to be beneficial to the brain because it increases blood circulation, improves blood flow, and increases oxygen in the brain.

Juniper berries are picked from short evergreen shrubs and have been used in Greek, Arab, and Native American medicine to relieve gas and colic and stimulate digestion. The berries contain the oil terpinen-4 that stimulates the kidney to increase filtration.

Burdock root is the taproot of a biennial herb native to China, Europe, and the United States. It is used to purify the blood as well as to treat gout, ulcers, arthritis, acne, and psoriasis. In Chinese medicine, it is used to treat impotence and sterility.

Finally, fenugreek seed comes from an annual plant which produces yellow flowers and a fruit containing 16 seeds. It was used by ancient Egyptians, and by Hippocrates, as a general restorative. Since that time, it has been shown to lower serum cholesterol and to help control diabetes.



#### REMEMBER

This program is about using your common sense. To cleanse is to purify!

## COMPONENTS OF THE 7 DAY MIRACLE

### 5. FRESH JUICES

In the process of making juice, fiber is discarded leaving enzymes, nutrients, and 99% organic water. Our bodies can effortlessly digest juice for immediate benefit. The following example illustrates why fresh juice is so beneficial. It takes 70 to 80 carrots to produce a gallon of fresh carrot juice. In the course of a few hours, you could consume one gallon of fresh carrot juice and you would assimilate the nutrients of all the carrots. On the other hand, it would be difficult to consume 70 to 80 carrots in the same time period and not only would it be very taxing on your digestive tract but the benefits would not be the same. It would take hours to digest the whole carrots versus only minutes for the carrot juice.

The juices extracted from raw vegetables and fruits are the means by which we can nourish all the cells and tissues in the body, as they are the most readily digested and assimilated. It is important for the juices to be raw because if they are canned, processed, preserved, or pasteurized, they are enzyme deficient. All of these unnatural processes cause enzymes to degenerate, forcing the body to use its own limited supply to digest food, which hastens aging and contributes to low energy levels.

*Note: The capacity of your stomach is approximately one quart. Therefore, you can safely drink one quart at a time. Wait 20 minutes to consume more juice.*

### WHEATGRASS JUICE

Wheatgrass juice is the water extract from young wheat grass. Drinking the juice benefits the body in numerous ways. Dr. Bernard Jensen recommends wheatgrass juice because it is high in enzymes and takes only minutes to digest, requiring the use very little body energy. The nutrients in wheatgrass juice are assimilated within 20 minutes. Wheatgrass juice is extremely high in chlorophyll, the basis of all life on earth, the benefits of which were previously outlined in the "Super Boost Greens" section.

During the 7-Day Miracle Cleanse, drinking wheatgrass juice will aid in the detoxification process. Because wheatgrass juice is composed of 70% chlorophyll it is a superlative detoxification agent and a potent antioxidant that can wash drug deposits from the body, neutralize toxins in the body, remove heavy metals, and purify the liver. The chlorophyll found in wheatgrass juice actually works as a body detergent, evidenced by its ability to clear up foul smelling odors.



### FRUIT AND VEGETABLE JUICES

The juices extracted from raw vegetables and fruits are the means by which we can nourish all the cells and tissues in the body, as they are the most readily digested and assimilated.

## 7 Day Miracle Cleanse



### DRINK YOUR WHEAT

Wheatgrass juice, because it is high in enzymes and takes only minutes to digest, requires the use of very little body energy and has been shown to improve skin conditions such as acne or scars.

## COMPONENTS OF THE 7 DAY MIRACLE CLEANSE

Wheatgrass juice has been shown to improve skin conditions such as acne or scars. In fact, the American Journal of Surgery suggested that chlorophyll (abundant in wheat grass) be used to heal wounds, and eliminate impetigo and other scabby eruptions, as well as to treat ear infections, varicose veins, sinusitis, and inflammation of the cervix. It can promote dental health by preventing tooth decay and when held in the mouth, can alleviate toothaches by pulling poison from the gums. Wheatgrass juice improves digestion and blood disorders.

Finally, in his book on wheat grass juice, the "Sproutman" proclaims that wheatgrass juice promotes a sense of wellbeing and spirituality, which are integral aspects of health.

### CANDIDIASIS OR CANDIDA - YEAST

The yeast like fungus caused by the *Candida albicans* organism normally inhabits the vaginal tract of most women but certain conditions will cause these organisms to multiply to abnormal quantities, including diabetes, an over-taxed or malfunctioning immune system, birth control pills or other hormones, or broad-spectrum antibiotics.

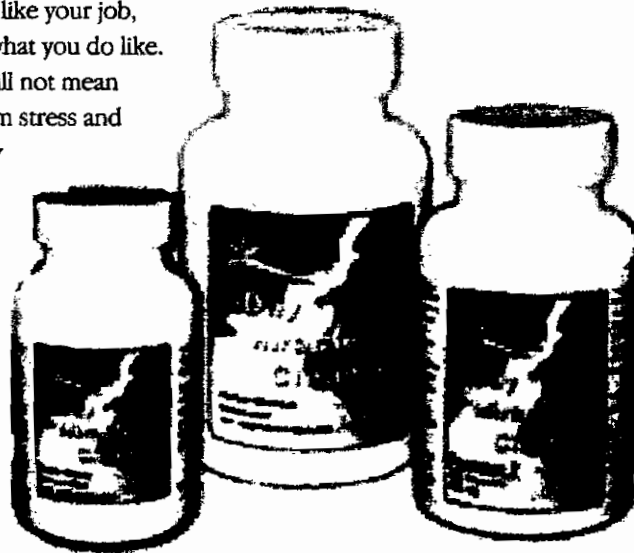
People with the yeast infection candidiasis, known as "candida" must not use fruit juices, carrot juice, or beet juice until the *Candida* has cleared up. Distilled water and other vegetable juices are recommended during your cleanse. The best juice is a celery and cucumber combination. In most cases, *Candida* is brought on by the use of antibiotics or vaccinations. Antibiotics cause *Candida* because they destroy most of the friendly bacteria in the bowels allowing yeast to flourish. Also, it is recommended to take a probiotic 3-4 times a day during the cleansing program and continue taking a double dose three times daily after completing the program. Negative emotions must be eliminated as well. This disease can be extremely detrimental because it gradually weakens the whole body, especially the immune system. It also encourages all sorts of other diseases. For example, it is one of the diseases strongly indicative of AIDS development. Though antibiotics are the primary trigger, successful *Candida* overgrowth requires weakened digestive and immune systems, a toxic body, and usually emotional suppression and a destructive point of view. If you are in doubt as to whether you have *Candida*, you can get a blood test to test for yeast.

### A MESSAGE FROM THE HEALTH MAN

Healing your body of any affliction is more than a thought, more than an idea. It requires dedication, commitment, and focus. It is a decision to change your life from what you have done previously. Don't fool yourself any longer; you must make adjustments to your daily routine. Forgive everyone you may have resentment or anger toward; this includes yourself. Begin to love yourself first and foremost because this is necessary in order for you to love others. You must strive to replace hatred, anger, jealousy, wanting, sadness, and greed with love, peace, harmony, growth, balance, and giving. Practice this daily. Start having more fun, laugh more; even have more sex. If you are disorganized, then get organized because this will help you focus on your journey. Begin to change your diet as soon as possible. Start with a daily vegetable juice program, eliminate meat products, flour products, soda, caffeine, tobacco, alcohol, and dairy products. Eat foods with a life force, with live enzymes and nutrients such as fresh fruits and vegetables, raw nuts and seeds, and sprouts. If you do not like your job, start working toward what you do like.

After all, paying bills will not mean anything if you die from stress and unhappiness. Detoxify

your body regularly by eliminating parasites and clean out your digestive tract with the 7-Day Miracle Cleanse Program. Follow up by detoxifying your liver. The changes you make today will effect your life and health tomorrow. And, it is never too late.



Healing your body of any affliction is more than a thought, more than an idea. It requires dedication, commitment, and focus.

# 7 Day Miracle Cleanse

## RECIPES FOR BETTER HEALTH

### JUICE COMBINATIONS

#### IMMUNE STRENGTHENER

5 carrots                      1 clove of garlic  
1 bunch of spinach          cucumber  
1 beet                          1 bunch of parsley  
1 piece of ginger

#### KIDNEY AND BLOOD BUILDER

5 carrots                      1 bunch of parsley  
1 apple

#### PANCREAS BUILDER

5 carrots                      4 Brussels sprouts  
head of lettuce (dark green leaves)  
10 string beans

#### ARTHRITIS EATER

2 grapefruits                1 lemon  
3 oranges

#### EYE STRENGTHENER

5 carrots  
3 stalks of celery  
1 bunch of parsley  
1 bunch of endive or dandelion  
1 bunch of spinach

### SMOOTHIES

Blend: 8 ounces of pineapple, apple, orange or watermelon juice of a banana

Add one of the following combinations:

- I. 4 frozen strawberries  
5 frozen peach slices
- II. 5 frozen raspberries  
4 frozen peach slices
- III. 5 pieces frozen papaya  
5 pieces frozen mango
- IV. 3 frozen peach slices  
3 pieces frozen mango  
5 frozen blueberries
- V. 5 frozen raspberries  
5 frozen blueberries  
4 frozen strawberries

#### CANTALOUPE SMOOTHIE

Blend one chilled whole cantaloupe with skin or seeds in a blender.

#### BLUEBERRY SMOOTHIE

Blend:  
8 ounces pineapple or orange juice of a banana  
1 cup of blueberries

#### PAPAYA SMOOTHIE

Blend:  
8 ounces pineapple juice of a banana  
7-8 chunks frozen papaya

If you desire, add spirulina, ginseng, bee pollen, or vegetable protein powder to a smoothie.

## RECIPES FOR BETTER HEALTH

### SALADS

#### FRUIT SALAD

Combine:

Dates, figs, strawberries, and bananas sliced  
Papaya and apple cut into pieces  
Raspberries halved, mashed ripe persimmon  
Honey, chopped nuts  
Cottage cheese  
Top with almonds  
Pineapple Boat  
1 fresh pineapple  
1 orange  
1 basket of strawberries

Cut the pineapple in half and hollow out. Dice remaining pineapple and mix with oranges and strawberries. Refill shells. Chill and trim with mint.

#### FRUIT AND VEGETABLE SALAD

onion thinly sliced  
20 cherry tomatoes cut in half  
5 radishes, thinly sliced  
1 carrot or zucchini grated  
1-2 fresh peaches sliced  
3-4 ripe figs cut into pieces

Dressing:

Cilantro seasoned with olive oil, French mustard, and balsamic vinegar.

#### TOMATO WITH BASIL SALAD

1 small red onion, thinly sliced  
4-5 small tomatoes, sliced  
1 bunch of fresh basil, finely chopped

Dressing:

Balsamic vinegar to taste  
1/2 cup of olive oil  
2 Tablespoons fresh lemon juice  
1 Tbsp. each of chopped basil and oregano  
1-Tsp. sea salt and freshly ground pepper

#### HOUSE SALAD

1 head Romaine lettuce, chopped  
1-cup bean sprouts  
2 Tablespoons diced celery  
1-cup celery, chopped  
1-cup alfalfa sprouts  
1 cup green cabbage, finely chopped  
1/4 cup peas  
3 slices of red onion  
2 Tablespoons honey  
1 avocado, sliced  
1/2 cup shredded beets

Toss and add dressing

## 7 Day Miracle Cleanse

### RECIPES FOR BETTER HEALTH

#### CHOPPED SALAD

1/4 head each of cabbage and Romaine lettuce, chopped  
1 pinch of cilantro  
1 avocado and 1 orange or grapefruit, peeled and cut into pieces  
Vinaigrette Dressing:  
1/3-cup olive oil  
Juice of 1/2 lemon  
3-4 medium tomatoes  
1/4 teaspoon honey  
1/2 clove of garlic

Mix with dressing of your choice

#### TABOULI SALAD

1 head cabbage  
1 white onion  
1 large parsnip  
2 beets  
6 large carrots  
2 apples, peeled and shredded  
4 cups taboule  
1/2 cup chopped parsley  
Vinaigrette, cayenne pepper, lemon juice

Mix taboule and parsley with 4 cups of water. Marinate for two hours or longer in the water. Combine all ingredients in large bowl; add vinaigrette, cayenne pepper and lemon juice to taste.

#### COUSCOUS SALAD

Couscous  
1 yellow onion  
2 tomatoes, diced  
1 red bell pepper, chopped  
1 green bell pepper, chopped  
1/4 cup olive oil  
1 clove garlic, pressed  
Dash white wine vinegar and lemon juice

Cover equal amounts of couscous and boiling water for five minutes. Combine all ingredients and mix well.

#### FAMOUS COLE SLAW

1 head green cabbage, chopped or shredded  
1/4 head purple cabbage, chopped or shredded  
1 carrot, grated  
1 red bell pepper, finely chopped  
1 bunch of parsley, finely chopped  
Juice of 1 lemon  
1 orange, peeled, sliced  
2 cups of corn  
1/2 cup of healthy mayonnaise  
5 dashes Balsamic vinegar

Mix together in a large bowl and chill.

#### CABBAGE CELERY SALAD

1 small head of cabbage, shredded  
5 stalks of celery, finely chopped  
1 carrot, grated  
red bell pepper, finely chopped

Mix together well and top with dressing of your choice.



## RECIPES FOR BETTER HEALTH

### DRESSINGS

#### FRENCH DRESSING

1-teaspoon hazelnut or walnut oil  
2/3-cup safflower oil]  
1/3-cup apple cider vinegar  
Pinch of rosemary, thyme, vegetable salt, bay leaf, and kelp  
1 Tablespoon Dijon mustard  
Juice of lemon

Blend all ingredients in a blender.

#### ITALIAN DRESSING

1/8 cup of distilled water  
1/2 cup of canola oil  
1 Tablespoon olive oil  
2 pinches of Herbes de Provence  
1/4 cup apple cider vinegar or balsamic vinegar  
Juice of 1/4 lemon

Blend all ingredients in a blender.

#### RANCH DRESSING

2 heaping spoons canola mayonnaise  
1 Tablespoon olive oil  
2 Tablespoons canola oil  
1 Tablespoon apple cider vinegar or balsamic vinegar  
1 Tablespoon chopped onion  
Dash of dill weed, vegetable or sea salt  
Juice of lemon

Blend all ingredients in a blender.

#### PAPAYA SEED DRESSING

3 Tablespoons papaya seed  
1 papaya, peeled and chopped into fine pieces  
1/2 cup chopped pineapple  
1 banana  
1 Tablespoon honey  
Juice of 1/2 lemon

Blend all ingredients and then add chopped mint.

#### SOUR CREAM DRESSING

1 cup of sour cream  
1 teaspoon of honey  
Juice of 1/4 lemon

Blend all ingredients in a blender

#### GINGER TAMARI DRESSING

cup canola oil  
1/8 cup of apple cider vinegar  
1/2 cup tamari  
2 Tablespoons of honey  
1 clove garlic, minced  
1 Tablespoon ginger, minced  
1/2 of a swelled lemon

Blend in a blender.

## 7 Day Miracle Cleanse

### RECIPES FOR BETTER HEALTH

#### AVOCADO DRESSING

1 ripe avocado, mashed  
1 heaping spoon of canola mayonnaise  
Dash of vegetable salt or sea salt  
1 onion, finely grated

Blend with a fork until creamy. This dressing is great on vegetable salad.

#### YOGURT DRESSING

2 cups of your favorite yogurt  
1 Tablespoon honey  
2 Tablespoons lemon juice

Blend together with a fork until creamy. Add chopped mint. This dressing is great accompaniment for fruit salad.

#### HONEY DIJON MUSTARD DRESSING

2 heaping spoons of canola mayonnaise  
3 Tablespoons Dijon mustard  
2 Tablespoons honey  
Blend with a fork until creamy

#### SOUPS

##### BUTTERNUT SQUASH SOUP

Butternut squash, peeled and cut into chunks  
1 leek or onion, chopped  
2 medium potatoes, chopped into " cubes

Steam all vegetables until tender using distilled water. Combine vegetables and the water used to steam them in a blender. Add vegetable salt or sea salt, and Bragg's liquid aminos. Blend until smooth. Serves 4 to 5 people.

##### CURRY ZUCCHINI AND ONION SOUP

1 medium zucchini, sliced  
2 onions, chopped

Steam in 4 cups of distilled water until tender. Combine vegetables and water used to steam them in a blender.

Add:

1 Tablespoon of safflower oil  
Dash of vegetable salt or sea salt  
1/2 teaspoon curry

Pinch of cayenne pepper

Blend all in blender until smooth. Serves 3-4 people.

## RECIPES FOR BETTER HEALTH

### POTATO LEEK SOUP

3 potatoes, peeled and cut into " cubes  
2 leeks, chopped

Steam in 4 cups of distilled water until tender.  
Combine in blender.

Add:

cup of milk  
Dash of vegetable salt or sea salt  
1/8 cup of Bragg's liquid aminos  
Blend until smooth. Serves 4-5 people.

### CORN CHOWDER

3 potatoes, cut into " cubes  
1/2 head of green cabbage, finely chopped  
2 small onions, finely chopped  
2 cans of corn  
3 stalks of celery, finely chopped  
1/2 head cauliflower, chopped into bite sized pieces  
1/8 cup of dill weed  
4 ounces cream cheese  
1-teaspoon basil  
1/2 teaspoon vegetable salt or sea salt  
1-cup sour cream

Combine potatoes, onions, celery, salt, basil, dill weed in a pot and cover with distilled water. Cover and cook until potatoes are tender. Add corn, cabbage, cauliflower, and other two potatoes. Cover and cook. In blender, combine sour cream, cream cheese, and 2 cups of broth from vegetables. Blend until creamy and set aside. When the cabbage is tender, add cream combination to soup, stir, and let cook for five more minutes. Serve with wheat rolls or croutons. Serves 5 to 6 people.

### VEGETABLE SOUP

1 leek, cut into bite sized pieces  
1 small zucchini, cut into coins  
2 carrots, chopped  
1/4 head green cabbage, finely chopped  
2 medium tomatoes, chopped  
1 red bell pepper, sliced  
2 large stalks of celery, chopped  
1 vegetable bouillon cube  
6 cups Vegetable Broth

Add vegetables and bouillon to vegetable broth in a large pot. Cover and let cook for 1 hour. Serves 4-5 people.

### CARROT GINGER SOUP

1 large Spanish onion  
5 carrots, sliced

Saut onion in cube of sweet butter. Steam carrots in 4 cups distilled water until tender. Combine vegetables and water used to steam carrots in a blender.

Add a dash of cayenne pepper and vegetable salt or sea salt, and 1/8 cup of Bragg's Liquid Aminos. Blend until smooth. Serves 4-5 people.

## RECIPES FOR BETTER HEALTH

### ENTREES

#### BETTY'S FAMOUS FISH

2 portions of any fish you love  
1 onion, finely chopped  
1 cup chopped almonds  
1/2 dove garlic, minced  
1 teaspoon each of olive oil, canola oil,  
Bragg's liquid aminos  
Dash of Herbes de Provence  
Pinch of vegetable salt or sea salt  
Parchment paper or aluminum foil

Wash fish very well and place on sheet of parchment paper or aluminum foil. Add all ingredients and close paper. Bake in oven at 250 degrees for 30 minutes or 375 degrees for 10-15 minutes. Serve with rice pilaf and vegetable salad. Serves 2 people.

#### STEAMED VEGETABLES OVER RICE

2 cups brown rice  
4 cups distilled water  
2 carrots cut into coins  
1 pound of broccoli, cut into small flowerets  
1 head of cauliflower, cut into bite sized pieces  
1 small zucchini, cut into half-circles  
1 onion, chopped  
6 to 8 mushrooms, sliced

Cook rice in distilled water until all the water has been absorbed. Place vegetables on top of rice, cover, and let steam until almost soft. Top with grated Swiss cheese and season to taste with vegetable salt.

### VEGETABLE TACOS

1-package corn or wheat tortillas  
2 Roma tomatoes, sliced  
1 onion, finely chopped  
2 avocados, sliced  
1 package Swiss cheese, cut into strips  
1/2 head of Romaine lettuce, finely chopped  
Sour cream  
Fresh salsa

Heat oven to 350 degrees. Top desired number of tortillas with two strips of cheese. Place in oven until cheese melts and then with remaining ingredients. Serve with Spanish rice and beans.

### VEGETABLE RICE PILAF

1 red bell pepper, finely chopped  
4 to 5 scallions, finely chopped  
2 stalks of celery, finely chopped  
Basmati or long grain brown rice  
Cook rice according to package directions. Saut all other ingredients in canola or olive oil for three minutes. Add cooked basmati or long grain brown rice, season with chopped parsley, dash of cayenne pepper, and one or more of the following: vegetable salt, Bragg's liquid aminos, Spike, Dr. Bronner bouillon. Serve hot.

## RECIPES FOR BETTER HEALTH

### DESSERTS

#### FRUIT DELIGHT

- 2 pears, peeled and sliced
- 6 dates, sliced
- 2 Tablespoons honey
- 1 pint raw whipping cream
- Walnuts, ground

Place pears and dates in chilled dessert glasses. Beat cream and honey with a mixer until cream is thick to your liking. Put on top of fruit and sprinkle nuts on top. Serve chilled.

#### CAROB DELIGHT

- 1 cup each of peanuts and sunflower seeds
- 1/2 cup coconut, shredded
- 1/2 teaspoon vanilla
- 2 yellow apples, peeled, cored, and sliced
- 1/2 cup carob
- 1 pint whipping cream
- 2 Tablespoons honey

Combine peanuts, sunflower seeds, coconut, vanilla, apples, and carob in a blender and blend until smooth. Spoon into desert glasses and chill. Mix honey and cream and beat until thick. Top each dessert glass with cream and serve.

#### CINNAMON WHIP

- 2 apples, cored and grated
- 2 Tablespoons honey
- 1-teaspoon cinnamon
- 1 pint whipping cream
- 1 ripe banana, mashed
- Almonds, ground or sliced

In blender, combine cream, honey, and cinnamon. Beat until thick. In dessert glasses, layer apples, cream, bananas, cream. Top with almonds and serve.

#### MANGO SPECIAL

- 2 bananas, sliced
- 2 mangos, skinned and seeded
- 1 apple, cored and peeled
- 2 peaches, peeled and pitted

Combine ingredients in blender and blend until smooth. Serve on cottage cheese, whipped cream, or sour cream.

#### CREAMY PERSIMMON

- 1-2 persimmons, mashed
- 1 Pint whipping cream
- 2 Tablespoons honey
- Almonds, ground or sliced

Persimmons must be very ripe. Spoon mashed persimmon into dessert glasses. Pour cream and honey on top and sprinkle with almonds. This can be served immediately or served chilled.

## 7 Day Miracle Cleanse

### pH AND HEALTH

The pH scale is a means of designating the actual concentration of hydrogen (H+) ions in any liquid. It ranges from pH 0, which is the most acid to pH 14, which is the most alkaline, while a pH of 7 is neutral. Because the pH scale is logarithmic and not arithmetic, two solutions that differ in pH by just one pH unit means that one solution has 10 times the hydrogen ion concentration of the other or is 10 times more acidic. For example, a cola drink has a pH of 3.0 and blood has a pH of about 7.4. For each unit, the pH changes by 10 times. Therefore, the difference in pH is only about four units but the cola is  $10 \times 10 \times 10 \times 10$  or 10,000 times more acidic than blood.

The body's acid-base balance, or pH must be regulated carefully for bodily enzymes to function properly and normal body metabolism to occur. Any marked changes in pH may be life-threatening. The organs in the body responsible for maintaining the acid-base balance are the kidneys. In fact, the primary function of the kidneys is to regulate the fluid, electrolyte, and acid-base balances of the body to create a stable environment for tissue and cell metabolism. Uremia is a condition in which the kidneys fail to perform these functions and is a major cause of morbidity and mortality in the United States.

Measurements of the pH of the blood and urine are commonly used in diagnosing disease. For example, the pH of the blood plasma of a severely diabetic person is often lower than the normal value, a condition called acidosis. In acidosis, hydrogen ions are excreted. Other conditions associated with acidosis are uremia (kidney disease) or renal failure and lung diseases. In certain disease states, the pH of the blood is higher than normal, a condition called alkalosis. During alkalosis, hydrogen ions are retained. Diseases associated with alkalosis are bacteremia, pulmonary embolism, and Cushing's syndrome.

As with all aspects of human life, proper diet is imperative in maintaining an appropriate pH level. Unfortunately, the American diet is 80% acid-forming foods rather than the necessary 75% alkaline-forming foods. Acid foods cause the body to create a buffering system to protect itself from being harmed. This natural buffering system requires the use of body nutrients, especially electrolytes. The main electrolyte minerals - potassium, magnesium, sodium, and calcium - are vital to metabolism. Usually, the body has a sufficient reserve so buffering is not a problem; however, consuming too many acid-forming foods creates stress on the system and depletes electrolyte reserves. In that case, the body robs the needed

### pH AND HEALTH

electrolytes from various organs, causing an imbalance.

Most foods contain a combination of both acid and base elements but the influence a food will have on pH is determined by which element is dominant between the acid and the base. Either these elements will release hydrogen ions and create an acid medium or they will accept and combine with hydrogen ions to create an alkaline medium. Whether a food can be thought of as "acid-forming" or "alkaline-forming" depends on the condition after metabolism has occurred. There are

many foods that are acidic in their natural form but when broken down are alkaline. On the other hand, foods that are naturally alkaline form acids. In general plant products change in character from acid to alkaline while animal products change in character from alkaline to acid during the process of metabolism. To restore health, 80% of the foods you eat should be alkaline-forming foods such as most fruits and vegetables, herbs, seeds, and nuts. Only 20% of your diet should consist of acid-forming foods such as meat, fish, poultry, eggs, and dairy products.

## 7 Day Miracle Cleanse

### VITAMINS & THEIR FUNCTIONS

Natural vitamins are organic compounds found only in living things such as plants and animals. They are essential to normal functioning of the body and are necessary for growth, vitality, and general well-being. Vitamins are used by the body for metabolic processes, the chemical process by which energy and matter are made available for use by the cells and body, as well as forming bone and tissue. Although countless vitamin supplements are available in stores, they can not replace food. In fact, vitamins cannot be assimilated without ingesting food. They are classified as either fat-soluble or water-soluble. Vitamins are destroyed during cooking or food processing.

#### FAT-SOLUBLE VITAMINS

#### FUNCTION NECESSARY FOR:

##### Vitamin A

Formation of healthy skin, hair, nails, and mucous membranes  
Component of retinal pigments for normal day and night vision  
Development of teeth and bones  
Protects against air pollutants

##### Vitamin D

Healthy bones and teeth  
Calcium absorption and use of calcium and phosphorus  
(Synthesized by skin exposed to sunlight.)

##### Vitamin E

Formation of cells, especially red blood cells, muscles, and tissues  
Protection of vitamin A and unsaturated fatty acids from oxidation

##### Vitamin K

Healing of skin  
Normal blood clotting  
Maintenance of healthy bones



## VITAMINS & THEIR FUNCTIONS

### WATER-SOLUBLE VITAMINS

### FUNCTION NECESSARY FOR:

<b>Thiamine, B-1</b>	Carbohydrate and amino acid metabolism Synthesis of nervous system chemicals Maintenance of healthy appetite, skin, muscles, and nerve cells
<b>Riboflavin, B-2</b>	Cellular respiration because it helps release energy from nutrients Healthy mucous membranes and for the growth of a fetus Formation of antibodies, red blood cells
<b>Pyroxidine, Vitamin B-6</b>	Promotes good vision, skin, nails, hair Metabolism of proteins, amino acids, fats Formation of red blood cells Maintenance of healthy skin
<b>Cobalamin, Vitamin B-12</b>	Balances sodium and phosphorous Metabolism of nucleic acids Formation of red blood cells Function of the nervous system Preventing pernicious anemia (Has no vegetable source)
<b>Niacin, B-3</b>	Cellular respiration Healthy skin, tongue, nerves, and for digestion of food Improves circulation
<b>Folic acid</b>	Reduces cholesterol and blood pressure Formation of red blood cells and genetic materials Prevention of anemia in pregnancy
<b>Pantothenic acid</b>	Metabolism of nutrients and formation of hormones which regulate the nervous system Builds antibodies
<b>Biotin</b>	Carbon dioxide fixation and releasing energy from carbohydrates Promotes healthy hair
<b>Vitamin C</b>	Formation of collagen, bone matrix, tooth dentine, and capillaries Protection of vitamins from oxidation Blocking some cancer-causing agents Healthy gums and skin

## 7 Day Miracle Cleanse

# VITAMINS & THEIR FUNCTIONS

<b>WATER-SOLUBLE VITAMINS</b>	<b>FUNCTION NECESSARY</b>
<b>Inositol</b>	Breakdown fats, lower cholesterol Forms lecithin Prevents thinning hair
<b>Choline</b>	Controls fat/cholesterol build up Prevent fat accumulation in liver Regulates kidney, liver, gall bladder Nerve transmission, increases memory
<b>PABA</b> <b>Para Amino Benzoic Acid</b>	Assimilation of pantothenic acid Aids bacteria in folic acid production Helps form red blood cells

## ANTIOXIDANTS

Antioxidants protect the body's cells from the damaging by-products created by oxygen, called free-radicals. When oxygen molecules become highly reactive, they cause cell damage leading to heart disease, cancer, cataracts, weakened immune system, arthritis, circulation disturbances, and diabetes. Antioxidants help counteract the damaging effects of free radicals. They work to control free radicals, to transform them to less damaging compounds, or to repair the damaged cell. The major source of antioxidants is the plant kingdom, especially deeply colored fruits and vegetables. Although supplements can be found high doses of nutrients in the form of pills is not a wise choice, as they can be harmful. High doses of one nutrient can offset the benefit of another. The most common antioxidants are the vitamins A, C, and E, and beta carotene. Other known antioxidants include silymarin, L-carnosine, selenium, zinc, manganese, ubiquinone (Q10), canthaxanthine, amino acids, lycopene, isoflavones, and carotenoids.

Beta Carotene  
Cantaloupe  
Carrots  
Collard  
Kale  
Mango  
Mustard Greens  
Pumpkin  
Spinach  
Butternut  
Sweet potatoes  
Chard

Vitamins:

C  
Asparagus  
Broccoli  
Brussels sprouts  
Cantaloupe  
Cranberry  
Kiwi  
Papaya  
Red Pepper  
Oranges  
Potato  
Spinach  
Strawberries

E  
Almonds  
Hazelnuts  
Spinach  
Sweet potatoes  
Sunflower seeds

## 7 Day Miracle Cleanse

Minerals are different from vitamins because they are inorganic nutrients. Also, they are usually not destroyed by cooking, food processing, or exposure to air. As with vitamins, they are required for healthy cell function.

### MINERALS & THEIR FUNCTIONS

Even though trace minerals, sometimes called trace elements, occur in minute amounts within the body, they play a major role in health and have a powerful effect upon health. There is now a slowly emerging recognition that we need the complete range of the 84 naturally occurring elements on Earth in our nutrition to stay healthy and well. Of these, 72 are trace elements. They are needed for effective assimilation and utilization of vitamins and other nutrients. They also help digestion, provide catalyst hormones, enzymes, and essential body functions and reactions. Trace minerals help in replacing electrolytes lost during perspiration or diarrhea and protect against toxic reactions and heavy metal poisoning.

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<b>MINERAL</b>	<b>FUNCTION - NECESSARY FOR:</b>
Calcium	Bones and teeth • Muscle and nerve function Normal clotting of blood
Chlorine	Fluid and acid-base balance Water balance and distribution, osmotic pressure, and muscular functioning
Cobalt	Production of red blood cells (found in Vitamin B-12)
Copper	Synthesis of melanin and hemoglobin
Fluorine	Bone and teeth formation • Prevention of tooth decay
Iodine	Production of thyroid hormones, which stimulate metabolism
Iron	Hemoglobin and red blood cells Oxygen transport and cellular respiration
Magnesium	Bones, Muscle and nerve function
Manganese	Activation of enzymes • Urea production
Nickel	Function not yet known
Phosphorous	Building block of bones Energy transfer and storage in metabolism
Potassium	Muscles, including cardiac (heart) muscle, nerve functions (related to sodium and chlorine functions)
Sulfur	Insulin production
Zinc	Vital to 200 different enzymes Component of 70 enzymes Protein digestion Healing wounds Formation of bone tissue Healing of wounds and sores Production of proteins Carbohydrate metabolism Regulates RNA synthesis and insulin

## HEALTH BENEFITS OF VEGETABLES

VEGETABLE	NUTRIENTS	FUNCTION - NECESSARY FOR:
<b>Artichoke</b>	iron, potassium	Reduces bowel upsets
<b>Asparagus (green)</b>	folate, vitamin E fructooligosaccharides	Stimulates immunity Promote growth of beneficial bacteria in colon; Natural diuretic
<b>Aubergine (Eggplant)</b>	folic acid, potassium	Reduces cholesterol Blocks formation of free radicals
<b>Beans (green)</b>	potassium, phytonutrients	Reduces risk of heart disease and anemia Stabilizes blood sugar levels
<b>Bean Sprouts</b>	Vitamin C, protein B complex	
<b>Bok Choi</b>	folate, potassium calcium carotenoids	Bone health Reduce free radical damage in the body
<b>Broccoli</b>	beta-carotene, folate Iron, calcium, zinc Vitamins C, E	Builds health Reduces risk of: heart disease, stroke, cancer, cataracts Fights anemia Activates body's detoxifying enzyme systems
<b>Brussels sprouts</b>	folate, iron vitamin C, phytochemicals	Anti-cancer effect
<b>Butternut Squash</b>	beta carotene	*Antioxidant abilities Inhibits cancer cell development
<b>Cabbage</b>	high folate vitamin B	*Antioxidant Reduces risk of: heart disease, stroke, cancer (especially colon), cataracts, spina bifida Speeds up ulcer healing Improves digestive health
<b>Carrot</b>	very high beta carotene	Protect against coronary heart disease, food poisoning, and several cancers (especially lung) Decreases cholesterol
<b>Cauliflower</b>		Decreases risk of cancer, heart disease, stroke, and anemia Regulates blood pressure

## 7 Day Miracle Cleanse

### HEALTH BENEFITS OF VEGETABLES

<b>Celery</b>	potassium	Anti-inflammatory effects Helps control blood pressure Natural diuretic
<b>Chickpeas</b>	phytochemicals protein, folate	*Antioxidant abilities Lowers cholesterol
<b>Chili</b>	potassium, vitamin C	Fights pain, increases metabolism Eases nasal congestion Discourages blood clots Digestive aid, Stimulates circulation Anti-inflammatory effects
<b>Cos Lettuce</b>	folate	Decreases risk of cancer Protects against age-related macular degeneration (A)
<b>Fennel</b>	vitamin C, folate Zinc, potassium	Aid to digestion, helps coughs Regulates hormone levels Eases stomach cramps Counters high blood pressure
<b>Garlic</b>	small quantity eaten nutrients negligible	Lowers blood pressure Reduces risk of: infection, illness, heart disease, cancer
<b>Ginger</b>	small quantity eaten nutrients negligible	Relieves nausea, indigestion, gas Discourages blood clots Stimulates circulation Relieves rheumatism Calming, antispasmodic, and anti-inflammatory proper
<b>Kale</b>	folate, calcium, High phytochemical lutein	Decreases risk of cancer, cataracts **Highest antioxidant ability of all leafy green vegetabl
<b>Leeks</b>	folate, fiber	Anti-cancer effects, Reduces risk of heart disease
<b>Lentils</b>	protein, iron,	Maintains bone strength Lignan, phyto-oestrogens Manages menopausal symptoms
<b>Lettuce</b>	vitamins E and C	Aids digestion, liver health folate, carotenes, potassium Reduces risk of: heart disease, stroke, cataracts, cancer, spina bifida Eases nervous insomnia

## HEALTH BENEFITS OF VEGETABLES

VEGETABLE	NUTRIENTS	FUNCTION - NECESSARY FOR:
<b>Olives</b>	vitamin E	Reduces breast cancer risk Delays effects of aging Protects against rheumatism
<b>Onions</b>		Reduce risks of heart disease and stroke Anti-inflammatory, anti-cancer Relieves congested airways
<b>Parsley</b>	folate, vitamin C	*Antioxidant protection Traditional diuretic Counters anemia Helps kidney function and gout
<b>Peas</b>	Vitamin B-1 (richest food source)	Steadies blood sugar levels Reduces risk of heart disease
<b>Potatoes</b>	Vitamins B, C, K Iron	*High in antioxidants
<b>Pumpkins</b>	carotenes, vitamins C, E	*High levels of antioxidants Reduces risk of: heart disease, cancer, cataracts, stroke
<b>Red Pepper</b>	vitamin C	*High antioxidant levels Reduces risk of heart disease
<b>Seaweed</b>	Selenium, Iodine	Promotes thyroid health Anti-cancer effects Provides soluble fiber and mega-3 fatty acids
<b>Shiitake Mushrooms</b>	folate	Reduces cholesterol Helps fight cancer Stimulate immune system
<b>Soya</b>	folate, iron, zinc potassium, vitamin E	Reduces risk of: heart disease, heart/prostate cancers Steadies blood sugar levels Eases menopausal symptoms Relieves constipation
<b>Spinach</b>	potassium, folate iron	Reduces risk of heart disease and cancer Protects against eye degeneration Relieves anemia

# 7 Day Miracle Cleanse

## HEALTH BENEFITS OF VEGETABLES

<b>VEGETABLE</b>	<b>NUTRIENTS</b>	<b>FUNCTION - NECESSARY FOR:</b>
<b>Sweet Potatoes</b>	vitamin E- richest low-fat source	*Antioxidant abilities Contributes to heart health Helps regulate blood pressure Relieves anemia and protects against inflammation
<b>Sweet Corn</b>	folate, iron, potassium	Helps age-related macular degeneration (ARMD) Helps fight free radicals in retina Steadies blood sugar (Higher in starch and calories than most vegetables)
<b>Tomatoes</b>	vitamins C, E phytochemical lycopene	**High antioxidant levels Reduces risk of heart attack
<b>Turmeric</b>	phytochemical curcumin	Digestive stimulant Anti-cancer, anti-inflammatory
<b>Watercress</b>	Calcium, carotenes Folate, iron vitamins C, E Potassium, Zinc	Traditional treatment for eczema Counters anemia Reduces risk of cancer Helps reduce and treat infections



## HEALTH BENEFITS OF FRUIT

<b>FRUIT</b>	<b>NUTRIENTS</b>	<b>FUNCTION - NECESSARY FOR:</b>
<b>Apple</b>	fiber, flavonoids vitamin C (especially green)	**Antioxidant abilities Anti-inflammatory, anti-cancer Lowers cholesterol Counters constipation
<b>Avocado</b>	vitamins E, C, B-6 potassium	**Antioxidant abilities Reduces cholesterol level and risk of atherosclerosis
<b>Banana</b>	vitamin B-6, potassium	Helps maintain bowel health Maintains blood sugar levels Easily digested
<b>Blackberry</b>	vitamin C, E, folate, phenolic acids salicylate	Helps fight infection Reduces risk of heart disease
<b>Black Currants</b>	vitamin C, potassium (4 times as much as oranges) flavonoids	**Antioxidant abilities Relieve inflammation and urinary tract infections
<b>Blueberry</b>	vitamin C B-vitamins	***Highest antioxidant ability of all fresh fruit Anti-inflammatory, anti-aging Helps fight bacterial infection Combats diarrhea, food poisoning
<b>Cherry</b>	anthocyanin	*Antioxidant abilities Relieves gout if 225 g eaten daily Mild laxative action
<b>Cranberry</b>	tannins, vitamin C iron	**Strong antioxidant abilities Reduces/relieves bladder infection Maintains healthy heart Anti-inflammatory, anti-fungal, and anti-bacterial properties

## 7 Day Miracle Cleanse

### HEALTH BENEFITS OF FRUIT

FRUIT	NUTRIENTS	FUNCTION - NECESSARY FOR:
Figs	High in vitamin E	Cancer-discouraging Laxative properties
Grapefruit	vitamin C Flavonoid naringenin	Maintains body's defenses Reduces risk of cancer Improves blood circulation Lowers cholesterol
Grapes	resveratrol, ellagic acid flavonoids	**Powerful antioxidants Prevents narrowing/hardening of arteries Juice clears arterial plaque Anti-cancer properties (Very high sugar content)
Kiwi	Very high vitamin C Chlorophyll	**Antioxidant abilities Anti-cancer effects One of world's most nutritious Fruits
Lemon	Very high vitamin C Phytochemical limonoid	Lowers cholesterol Anti-cancer effects
Mango	beta carotene rich Beta-cryptoxanthin vitamin C, E	Reduces risk of colon and cervical cancer
Melon (Cantaloupe)	beta-carotene, vitamin C	Anti-clotting action on blood Reduces risk of cancer and heart disease
Orange	vitamin C, flavonoids	Reduces risk of cancers Improves blood circulation Lowers cholesterol
Papaya	beta carotene vitamins C, E	Reduces risk of colon and cervical cancer
Peach	high vitamin C iron, potassium	Gentle laxative

## HEALTH BENEFITS OF FRUIT

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<b>FRUIT</b>	<b>NUTRIENTS</b>	<b>FUNCTION - NECESSARY FOR:</b>
<b>Pear</b>	hydroxycinnamic acids	**Antioxidant abilities Very low risk of allergic reactions
<b>Pineapple</b>	vitamin C, potassium Enzyme bromelain	Anti-inflammatory Aids digestion Reduces blood clotting Helps remove plaque from arteries
<b>Plums and Prunes</b>	Iron, potassium, vitamin E	**High antioxidant ability Increases level of defense against free radicals
<b>Strawberries</b>	vitamin C, ellagic acid, salicylic acid	**Increases antioxidant levels in body Ellagic acid inhibits growth of tumors

## 7 Day Miracle Cleanse

### **RECOMMENDED READING**

Colon Health by Dr. N.W. Walker

Tissue Cleansing Through Bowel Management  
by Bernard Jensen D.C., Nutritionist

Cleanse and Purify Thyself Book 1.5 by Richard Anderson



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