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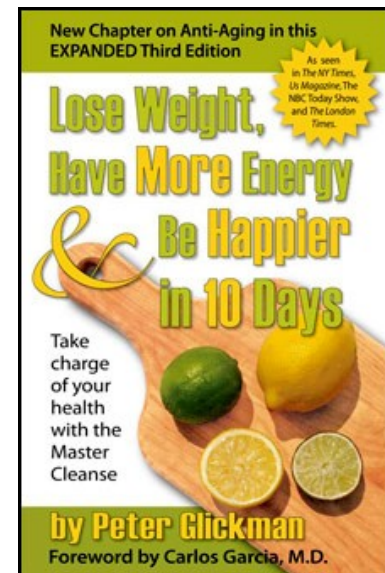
Is the Master Cleanse for real?

Viewed as controversial by some doctors and nutritionists, the Master Cleanse has been in the news lately, but does this detoxification diet actually deliver weight loss and improved health?

Dr. Ed Zimney, the medical director of the website HealthTalk, has been quoted in the *International Herald Tribune* (May 2, 2007) as saying, "Your gastrointestinal tract does not need to be cleaned out because it is constantly in motion. This whole idea of cleaning out toxins from the colon is a complete myth and unnecessary."

On the other hand, thousands of people who have done the Master Cleanse swear by it. Peter Glickman, author of *Lose Weight, Have More Energy & Be Happier in 10 Days*, the first new book on the Master Cleanse in 30 years and now in its third edition, says "nearly everyone who followed the guidelines and completed the 10-day cleanse lost weight. Most people also mentioned an amazing energy; heightened sense of well being; and a desire to eat healthier foods. He also found that each person inspired three more people, on average, to try it." He bases his statement on an informal survey he did in Jan. 2005 of 141 people who had done at least one Master Cleanse. Glickman should know, he runs the largest Master Cleanse forum on the Internet (www.TheRawFoodSite.com) and has coached more than 2,000 people.

Not all medical professionals are against it. Dr. Elson Haas, a family practitioner in California has been a proponent of the Master Cleanse since 1975. He was quoted in the *San Francisco Chronicle* (Aug. 13, 2006) as saying, "My health and my world changed dramatically.... I dropped 20 pounds. My allergies went away. I started eating very differently."



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Haas is not alone, either. Dr. James Coy, Past President of the American Academy of Environmental Medicine says, "The Master Cleanse is simple and combines & surpasses many other detox methods. It literally has been a God-send to my practice. I am grateful to Peter for ... promoting the values of this cleanse."

The benefits of the Master Cleanse may be controversial, but the popularity of Glickman's book isn't. It has sold more than 110,000 copies, was on Amazon's Alternative Medicine bestseller list for more than four years and is published in eight languages.

The third edition covers Anti-Aging, scientific support for the Master Cleanse, the widespread nature of obesity, the body's method of handling toxins by creating fat cells in which to store them, how to do the cleanse, what pitfalls to avoid and answers the 110 most common questions. It is available in Barnes & Noble, Borders, Waldenbooks, and hundreds of other bookstores and health food stores.

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Peter Glickman has been a chiropractic clinic director, chelation clinic director (an alternative medical treatment to bypass surgery), and contributing editor to a health & nutrition e-newsletter. He has coached more than 2,000 people through the Master Cleanse and sponsors an annual January Master Cleanse on his website, www.TheRawFoodSite.com. He has personally done the Master Cleanse more than 18 times—some as long as 28 days.

In 2004, he also produced a 60-minute audio CD, *The Lemonade Diet*. Peter and/or his book have been in *The NY Times*, *The Times of London*, *Vogue Australia*, *Us Weekly*, the *NY Daily News*, *Geraldo at Large*, NBC's Today Show, CBS News, Fox TV's Good Morning Show and several other major newspapers.

Lose Weight, Have More Energy & Be Happier in 10 Days contains personal experiences from 80 people as they did the Master Cleanse day by day and answers to 110 of the most frequently asked questions, such as:

- * What can you expect on the Master Cleanse?
- * Which days are the roughest?
- * What does the cayenne pepper do?
- * What can you do when it seems nothing is happening?
- * How does the Master Cleanse affect women?
- * What are detox symptoms and why are they important?
- * Why is it easier to quit smoking on the Master Cleanse?

The book (ISBN 978-0-9755722-5-2) can be found at Borders, Barnes & Noble, Waldenbooks, Books-a-Million, and health food stores all across the US.