

Part 2, Chapter 12: Why Juice: The Ideal Transformation Diet

I've mentioned Joe Cross and his "Reboot with Joe" program before. There are many reasons why juicing is effective as essentially a 'cure-all'. This is Joe Cross' top four list.

- * Calorie reduction without nutrient deprivation
- * Promotion of healthy eating habits
- * Delicious way to consume fresh produce
- * Floods the body with micronutrients^{1}

Fruits and vegetables are naturally low in calories. At the same time, when you convert fruits and vegetables into juice you are extracting all the essential nutrients minus the majority of the non-soluble fiber. In effect, you are able to consume significantly more fruits and vegetables than would be possible in their solid form.

Juicing promotes healthy eating habits. My experience has proven that when I juice I simply don't crave the foods that are not healthy. Much of the desire for habituated food, especially junk food, is as a direct result of a lack of nutrients. Your body is literally starving for nutrients and desperately craving them. Juicing provides a wealth of nutrients quickly and efficiently that are absorbed very rapidly.

Fresh fruit and vegetable juices are quite delicious. To be sure, there is almost an infinite number of ways to combine all sorts of interesting flavors. (See the "Fruits and Vegetables Juices" and "Smoothies" sections of my recipe book at <http://energyinmotionnow.com/Transformations/01-Fruit-and-Vegetable-Juices.pdf> and <http://energyinmotionnow.com/Transformations/03-Smoothies.pdf> for a wealth of suggestions.)

Juicing provides a wealth of micronutrients that are so often critically lacking in one's diet, in their natural state. Micronutrients are critically important to millions of body functions and juicing provides these substances in the most readily available form possible.

In short, what makes juicing so special is that:

Juicing removes the insoluble fiber from vegetables and fruits. While fiber is an established, important part of an overall healthy diet, removing the insoluble fiber allows for increased absorption of specific health promoting phytonutrients including enzymes, while the soluble fiber persists into the juice. By removing the fibers and consuming fruits and vegetables in liquid form, we are providing a nutrient delivery system to our bodies that allows individuals who would otherwise have difficulty consuming whole vegetables, the opportunity to reap the numerous benefits vegetables have to offer.^{2}

Anyway you look at it, juicing is your friend. Still, some people will give you reasons why juicing is not in your best interest. Joe Cross addresses these criticisms in an article titled "The Top 11 Juicing Myths Busted". It's an extensive article which I've included in its entirety here—because it addresses all the really important questions: I suggest to the reader to review this site, <http://www.rebootwithJoe.com/juicing-myths/>, and all the as-

sociated links in details. It's quite enlightening.

- Myth #1 **A juice contains no fiber.** Even proponents of juicing often describe juice as free of fiber and that's not the case. There are two types of fiber, soluble and insoluble. Juicing contains soluble [fiber]. Juicing extracts most of the insoluble fiber out of the produce while soluble fiber remains. Soluble fiber absorbs water like a sponge and provides bulking matter that acts as a pre-biotic to support good bacterial growth and digestive health.
- Myth #2 **Juices have too much sugar.** It really depends on what you're juicing. We suggest abiding by the 80/20 rule of vegetables to fruits. Some fruits seen as sugary actually offer significant benefits. For example, tart cherry juice in a randomized controlled clinical trial demonstrated a minor increase in antioxidant status in healthy adults. And those with diabetes (mainly type 2) have been known to include fresh juice safely.
- Myth #3 **There's no such thing as a juice detox.** This one is true. [The fact is that] your body is always "detoxing" naturally but there are certainly health behaviors that may assist or strain this process. For example, cruciferous vegetables like broccoli, cabbage, kale, cauliflower, radish, [and] Brussels sprouts contain phytonutrients known to help promote an increase in liver enzymes credited with detoxification. Eating, blending, juicing more of these gems is a great way to help promote a healthy body ...
- Myth #4 **There are no proven health benefits of juicing.** Thankfully more research is shining a light on the value of including juice as part of a well-balanced plant-based diet. Drinking beet juice may help to lower blood pressure levels and is now rather well accepted as a means to help improve exercise endurance due to its natural nitric oxide content.^{3}

Moreover, I can say from personal experience that juicing is tremendously beneficial. It's common sense: how can providing your body with a wealth of healthy nutrients ever not be beneficial? To be sure, juicing provides the most concentrated way possible to obtain vital nutrients in a natural and readily assimilable form.

- Myth #5 **Juices don't contain enough protein.** This is a classic criticism that we've been debunking for years! Anyone concerned with their intake of protein while on just juice can add healthy ingredients like plant-based protein powder, chia or hemp seeds. For most healthy adults, even drinking just juice for a few days won't create a protein deficiency.^{4}

Too, research has shown that we actually need far less protein than government standards would suggest. In fact, too much protein has known harmful effects. There are eight known issues from consuming too much protein: weight gain, intestinal irritation, dehydration [this is a big one], seizures, increase in liver enzymes, nutritional deficiencies, risk of heart disease and kidney problems.^{5}

- Myth #6 **Juicing is just a trendy fad diet.** While in some cases this may seem true with over-inflated health claims, research focused on juice is ongoing and finding positive results. For example, carrot juice was found to help reduce white blood cell DNA damage in smokers.
- Myth #7 **When you juice, you lose too many nutrients in the pulp that's extracted.** Yes, you will lose some nutrients in the pulp like fiber and magnesium to name a few, but you'll reap countless benefits from the [concentration of] nutrients that remain in the juice.
- Myth #8 **Eating fruits and veggies is better than juicing them.** At the end of the day ingesting plant-based foods is what it's all about! You can choose your vehicle as long as you are traveling to that destination. So go for it and include a smoothie, a juice, a salad, a soup and a big bowl of roasted veggies. The key factor is to consume plants. And to capitalize on variety to get a full

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spectrum of nutrients. For example, you can absorb more vitamin C from a raw tomato and more lycopene from a cooked tomato eaten with some healthy fat like olive oil or avocado. Both are important and beneficial so be inclusive and enjoy.^{6}

My own experience has indicated that, as a lifestyle, consuming two or three freshly made juice recipes a day is ideal for getting all the nutrients that I need. If I still want something thereafter, a fresh salad or lightly steamed vegetables are a great choice. The most important consideration here is that via juicing I end up getting more than enough essential nutrients, something that can't be said for the Standard American Diet.

Myth #9 **There's a high risk of juices containing bacteria.** With reports of contaminated bottled juice or even produce being dangerous for pregnant women, children and those with a compromised immune system, there are precautions you can take. First off, by making juice at home you are in control of the cleanliness of your machine. Equipment in facilities that mass produce food or juice is often the culprit in contamination. Secondly, peeling and even juicing has been shown to help remove pesticide residue. So for extra care, always wash your hands and produce well, then peel items like citrus, beets, [and] melon before juicing.^{7}

Myth #10 **Juicing causes you to lose your hair.** [I've personally never heard of such a thing.] This one can be partly true for some people. Taking on juicing alone can be risky for some, particularly those with pre-existing health conditions. This is why speaking with your doctor first is important. [Make sure he or she is an enlightened doctor!] For some, especially women with a thyroid or other condition, restricting the diet to just juice for "too long" may lead to less hair. The definition of "too long" varies and getting an expert opinion is key.

Myth #11 **Juicing is too expensive and wasteful.** There are countless ways to save on produce and use the leftover pulp. My favorite is to buy in season and get to know your local farmers. And yes, you can save the pulp! Use it in baking, soups, veggie burgers, healthy cookies, crackers and much more.^{8}

Of reusing the pulp, I've never been too sure about that. However, I do recycle all the leftover waste from juicing. It all goes into a container which is dumped into a large plastic bushel sized container at the end of the day (most of the time). When the outside container is full, it's allowed to sit (in the back corner of the yard) and, in spring and fall, all this 'composted' material is tilled back into my garden. In practice almost NOTHING goes to waste. Too, of all the bulk that is removed, the vast majority of this material, if eaten, would simply be flushed out of your body anyway, so, in effect, by composting this material, I avoid wasting what my body would have otherwise naturally eliminated, and it's of great benefit to the garden.

So this covers the essence of why juicing is so vitally important. In fact, to my way of thinking, it is the single most important health practice that you can engage in. A habit of drinking 2-3 quarts of fresh juice daily will provide health benefits that you will only discover once you've integrated this practice into your own personal lifestyle.