

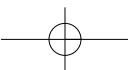
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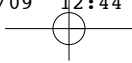
Totally Juiced in Just 7 Days!

The following programme – if you do it to the letter – will give you startling results on the health and weight-loss front in just 168 hours. Not only will you drop an average of 7 lbs in just 7 days, but more importantly than that, you will do so in an extremely healthy way and your energy levels will really go through the roof. Not only will you lose the weight, but also – provided you have followed the Rules – you will be in the right mind set be able to keep the weight off *permanently*. Put simply, the results that people are getting on this unique programme are being described as nothing short of remarkable.

This isn't simply rhetoric, wishful thinking or 'hyping it up'; it is *precisely* what happens to people who complete the 7-Day Super Juice programme.

The testimonials at the start are just a taster of the sort of life-expanding, body-shrinking results people are achieving. Yes, people do get slimmer on this programme,



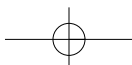


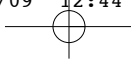
with most people dropping *more* than 7lbs. However, because they are doing this using the power of the finest and most nutritious liquid fuel on the planet – bar none – and because this book deals with the mental side as well as the physical, they also experience many other incredible changes to how they look and feel. I have seen almost every common ailment improve, or in some cases, completely disappear with the help of this programme. At my 7lbs In 7 Days Super Juice Detox Retreat in Turkey, I have seen people arrive with life-long health problems and leave without them – in just seven days. We should never underestimate the power of the body to heal itself when given the right nutrients and opportunity to do so. The two biggest causes of all disease are ‘toxicity’ and ‘deficiency’. This unique programme removes the toxicity and addresses any nutrient deficiency. However, for most people doing this programme getting amazing health will simply come about as a side-effect of their real desired outcome – a flat stomach!

*Let's Be **Politically** Correct ...
Or Maybe **Not!***

When we cut through all the politically correct nonsense as to why most people ever go on a programme of this nature, the hard truth is it comes down to two basic human desires:

- 1 We want to **look** bloody good.
- 2 We want to **feel** bloody good.





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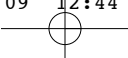
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That's it!

Yes, we can all say, 'I'm doing this because I want to be healthy, I don't want to die young and I want to be a good role model for my kids' – all of which may very well be true. But the bottom line is that the vast majority of us jump on a programme like this because we want to look sexy, feel vibrant and alive and, if we are being brutally honest, YES, God damn it, we also want that flat stomach! Not only do we want it, almost crave it, but, as is the way of our super-fast 21st-century world, we want to look and feel amazing in the fastest possible time – in other words, RIGHT NOW! I know this is not the done thing to say and yes we all should aim for 'steady weight loss', but if we cut through all the bull, we all want amazing results on the slim and trim front and we want those results NOW!

Quick Fix Dangers ... but Not on This Programme

The danger with the 'I want to see my stomach muscles before tomorrow morning'-type approach to weight loss and looking good is that it usually involves a drastic *unhealthy* system that will, in the long run, cause the body's metabolism to slow down so much that it will inevitably cause you to gain *more* weight when you eventually start eating normally again.

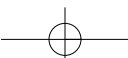


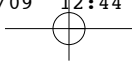
In 1983, diet 'guru' Geoffrey Cannon wrote a book titled *Dieting Makes You Fat*. This is based on the theory that when your body is starved of all food and nutrients it goes into famine mode. And when the body is in famine mode, guess what it needs to hang on to most of all for its source of energy? Yep – FAT! Not only that but he also stated that the more that people go on a strict 'where's my food gone' type of diet, the *more* their bodies will protect the stores of fat, thus making it more difficult to lose weight the next time. In 1986, a study carried out on a group of rats showed that by the time they had gone through their second diet, the weight loss was half what it had been the first time – and the weight was put back on three times as fast!

This is why I'm very excited to bring you this programme. Not only has it been carefully designed to nourish your body completely on a cellular level – meaning you will *not* be starving yourself – but I have also added the right psychology for success *and* a plan for the following weeks. This is to make sure you introduce the right foods gradually, so as not to shock your system, *and* I have also included a 'guideline for life' plan which will allow your body to continue to lose weight (*if required*) and, more importantly, not put it back on.

No Brainer

This is where most 'lose a few pounds' programmes fall flat on their faces. They usually consist of a 7-, 14- or 21-day super plan which is based on an unsound nutritional programme,





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no mental preparation whatsoever and nowhere to go afterwards. It tends to be a case of 'You've done your seven days [or whatever], now go back to eating the same crap as you were before,' which makes very little sense. It is this approach that creates the whole diet merry-go-round.

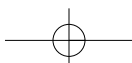
The problem is not so much that people start to eat normally again after a detox/slim/health programme, but more the problem lies in what their idea of 'normal' is!

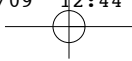
It will come as no surprise that I'm not into the 'Get Slim Quick' approach, and anyone who has read my first book *Slim For Life: Freedom from the Food Trap* or the bestselling *The Juice Master: Turbo-Charge Your Life in 14 Days* will know this already. I'm into lifestyle change, *mind* change, a change that lasts – no quick fixes to the detriment of future weight and health.

However, I'm also aware that people want to see results ... *FAST!* And I'm also aware that sometimes quick results can create unbelievable momentum for people – momentum that can lead to amazing future success on the health and fitness front.

The Price Is Right

In 2005 I was asked if I would put together a nutrition plan for Katie Price (aka the famous model Jordan). Katie had never been near a juice extractor in her life and was



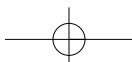


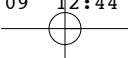
living on a diet consisting of nothing but take-aways and fast food such as pizza and McDonalds. Katie had been pretty lucky on the weight front most of her life. Despite her awful diet and no exercise, her system managed to keep her slim – even springing back to its flat stomach self *immediately* after the birth of her first child, Harvey. However, despite what people may think, Katie wasn't so fortunate after her second child. She needed a caesarean and even after the baby was born she still had 2 stone to lose! Contrary to popular rumour, Katie did not have a tummy tuck, and from what I now know of her she never would. Isn't it amazing what people make up to make themselves feel better!

Like most women who have recently given birth she had weight to lose, and like most she wanted to lose it in super fast time. Her main reason for wanting to lose the weight fast – as well as her work as a model – was her impending wedding to her fiancé. Katie, like most brides to be, wanted to look amazing for the day, and even though she had three months to lose the weight she wanted some results *fast*.

I devised a specific six-week juicing/eating plan and explained that as it was new to her it would take a short time to get used to juicing; it would also take time to lose the weight but to be patient and her body would do what it needed to do.

Asking Katie to be patient is like asking Jim Carrey to keep still! She is a woman who wants results in the fastest possible time and the initial plan wasn't producing





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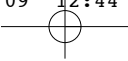
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changes quick enough for her. At this stage people often do one of two things. They either go back to what they were eating before – which clearly doesn't help their cause – or they do something incredibly drastic like living on nothing but water and doing four hours' exercise a day; again far from good and far from being in the same ball park as healthy.

This is when I suggested she went on *nothing* but specially designed juices and smoothies for 7 days. I explained that the average person loses 7lbs on the programme, that it is extremely healthy, but it requires a great deal of preparation and a certain mind set in order to achieve it. But I didn't realize at the time who I was dealing with. Katie is perhaps the most determined person I have ever met and if she says she's going to do something she will do it whatever it takes to make sure it gets done.

I would say Katie kept to the programme 90–95% of the time and saw some good results at the end of that week. More importantly, she now knew that there was indeed something to this juicing lark as she wasn't anywhere near as hungry as she thought she would be and often not hungry at all. This gave her the momentum to continue to Phases 2 and 3 of the programme. (These phases are included in this programme to make sure the change sticks.)

Katie not only lost the weight she wanted to lose but, much more than that, *she has kept it off*. At the time of writing this book, some three months after she finished her juice plan with me, Katie is weighing in at an average of 8



stone (106lbs). This would be way too thin for some, but for Katie's height and frame it's a perfectly healthy weight.

The point I want to make is that having juice as part of her daily diet is not a diet to her; it is now a lifestyle, and without it the chances are she would still be on a diet consisting largely of take-aways. As she says:

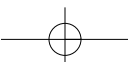
'This is the first time I have ever stuck to any sort of diet plan ... I love the juices and I don't feel hungry.'

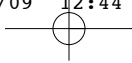
This is why I make no apologies for this perfectly healthy, amazing results, super juice plan. If it juices people to initiate life-long changes and embark on a healthier lifestyle, then I'm all for it.

I have told Katie's story as her body, health and weight are often in the media. But nearly all of the most amazing juicy stories are from 'regular' people.

Not Such a Regular Guy

I remember a guy coming on one of my 'Ultimate Health Weekends' who arrived *very* sceptical, left *very* sceptical and – if weren't for the rapid results he achieved after doing a specially devised '8-day challenge' when he left the weekend – probably would have remained sceptical ...





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and fat! This man was about 18 stone when I met him; he is now just over 12 stone! That's a massive, massive, change. It's the difference of being able to walk without a constant chafing on your inner thighs; it's the difference of being able to run and play; it's the difference of being able to go into a shop and buy whatever clothes you like; it's the difference of being able to get into a bathing costume without the constant paranoia that everyone and their mother is looking at and judging you. This man is happier than ever, more passionate about life than he has been in years, has much more energy – and he looks good! This is the power of what juice can do and the power of seeing good results in a short space of time; it can boost you into major life change *and* inspire you to continue. This is why it worked for Jordan, the guy you just read about and thousands of others for whom good fast results on the juice programme have enabled them to have faith in juicing, continue to do it and now have a very juicy lifestyle. And it is why it can work for you.

It's all well and good telling people to 'be patient' when they change what they eat and that the 'body will drop the weight when it is ready', but that is hardly going to help you fit into that little black dress or tuck into those jeans in time to party!

Yes, I'm being slightly facetious, but no matter how much we try to cover it up or ignore it, the fact is that this is no longer a world where patience prevails. Whether we like it or not, the instant gratification society has taken over in what can only be described as a ...