


# 1

## Juice Yourself Super Slim!

 For years I have been aware of the super weight-loss power of freshly extracted juice and good-quality smoothies. However, until I wrote the *7lbs in 7 Days Super Juice Diet*, I didn't realize just how effective they could be in *every* case of overweight and obesity.

The results people were getting were nothing short of remarkable. People weren't simply losing the 7lbs promised, but more like 8lbs, 10lbs and even 14lbs in just 7 days. What's more, they were keeping it off weeks, months and even a year later. Muscle mass *increased*, body fat levels *decreased* and many experienced 'flat stomach enlightenment' in an extremely short amount of time.

*7lbs in 7 Days* was the first juice-related book ever to hit number one on Amazon and Play.com. At the time it even knocked *The Da Vinci Code* off the top spot. The book has now been translated into many languages and the programme has been used by hundreds of thousands of people including (according to *Now* magazine) Jennifer Aniston, Sarah Jessica Parker, Drew Barrymore and Katie Price (a.k.a. Jordan).

The programme was, and still is, cast-iron proof that an exclusive diet of freshly extracted juice *and* smoothies produces significant *healthy* weight loss. It was a breakthrough by any standards and continues to 'juice' people both mentally and physically in many parts of the world as we speak.

*Juice Yourself Slim* is, I believe, just as pioneering. This book hasn't been thrown together; a great deal of time, effort, thought and groundbreaking nutritional research has gone into it. It is a programme designed for life. A programme that is so simple, so easy and yet so beautifully effective that anyone can do it without the need for 'dieting' – as you will see. In fact, the programme so easily becomes such a normal part of your daily life that its fat-melting effectiveness is sometimes hard to justify. When you aren't struggling and going round the bend – as is the case on virtually every diet after a period of time – it almost feels like magic or that you have somehow cheated the 'diet' system when you start to look defined and sexy with little or no effort!

**This programme is so simple, so easy and yet so beautifully effective that anyone can do it without the need for 'dieting'.**

When I devised the programme I knew the results would be good, but given the simplicity and flexibility of *Juice Yourself Slim*, I didn't realize they would be this good. I know you should under-sell and over-deliver, but I am so juiced by this programme I can't lie – the results are mind-blowing. I am genuinely excited for you! I know what you have to look forward to. I know, for example, that you will drop over 7lbs in just the first week, and I know you will have more energy, more spark and feel more juiced about life than you perhaps have in a long time. I know this book will reignite that fire within and I know you will be slimmer *and* healthier as a result. I also know this will be one of the easiest changes of lifestyle you will ever have encountered.

This book deals as much with the mental side of change as the physical, and it's why I am particularly proud to bring this information to you. All you need is an open mind and the conviction to **read every page of this book in the order it was written**. Do that and you will be juicing yourself slim before you know it. However, before we reach that stage we have a lot to get through. First, as you will lose a nice chunk of weight during the first 7 days in particular, I will address an argument which I know will rear its ugly head. An argument usually

spouted by a few dieticians and medics who haven't fully grasped the big fat problem.

## **'But it's Not Good to Lose Weight Quickly!'**

You hear this all the time. I heard it a lot when I was interviewed on radio and television about the 7-day juice-only programme. No doubt it's a comment I will get about this new programme too. This advice usually comes from those who aren't fat themselves. Trust me, anyone who is fat is more than happy to drop the pounds in super-fast time. This is why I believe the *7lbs in 7 Days Super Juice Diet* was, and still is, so successful. People saw their fat disappearing before their eyes, and this led to a feeling of momentum and inspiration: two of the most valuable commodities we will ever possess in our quest to emigrate to Slim Land.

Another common remark is 'Quick results often bring quick failures', but it was the super-fast results that *created* the momentum and excitement to continue with a juicy and healthy lifestyle *after* the 7 days. It is because fast results inspire that I have deliberately created a 7-day kick-start part of this lifestyle-changing *Juice Yourself Slim* programme. I believe slow results bring about fast failures. There is, after all, nothing more uninspiring and likely to have you reaching for the cookie jar than losing 1lb a week for a month! At the same time there is nothing more likely to inspire you and keep you motivated than seeing incredible weight loss and at least the outline of what could be a defined stomach in a relatively short space of time.

## **Juice Yourself to Supreme Health**

A point I wish to reiterate over and over again is that this book is not simply about getting slim. Although it is entitled *Juice Yourself Slim*, it could easily have been called 'Juice Yourself to Lower Cholesterol', 'Juice Yourself to Lower Blood Pressure' or 'Juice Yourself to Supreme Health'. However, I know that *some* members of the dietetic and medical professions will be sceptical and disdainful, no matter how extraordinary

the improvement in someone's health or weight as a direct result of what they deem an 'alternative' approach.

## The World is Flat

In order for dietary and medical breakthroughs to occur, it's essential for the movers and shakers in the health and diet industry to be open to anything that has a fundamentally positive effect on health and obesity, *especially* if it doesn't involve a drug of any kind. If we all still held on to deep-rooted 'facts' written years ago by experts, we would have expanded our world very little due to a fear we would fall off its edge!

As we speak there are hundreds, if not thousands, of 'double blind' tests being carried out by drug companies across the world to find the solution to the Western world's big **FAT** problem. And why wouldn't they? Finding the next licensed 'slimming pill' is big business – sorry, I mean *massive* business – the kind of business that's as corrupt as any other when we are talking big numbers.

### **Blockbuster: Come and Discover the Financial Difference**

Let me give you an idea of what I am talking about here. If a drug company gets their 'fat drug' licensed it is worth well over \$1 billion per year. That's **ONE BILLION DOLLARS**. The advertising budget for drugs of this nature can be as much as \$150 million (that's apparently more than Pepsi Cola's!). This type of drug is known in the industry as a 'blockbuster', and getting one appears to be the Holy Grail of drug companies. These companies can spend as much as £10,000 trying to convince their main distribution centres – doctors' surgeries – that this new, all-singing, all-dancing drug will solve the world's obesity problem. If they can convince the doctors, they have effectively struck gold, and the pills – no matter how potentially dangerous they are – will be taken by many desperate overweight people. And when you are overweight and it's affecting every aspect of your life, you really can get desperate. We will seemingly try anything, regardless of

whether it makes any rational sense or not. I mean, people even thought eggs and bacon swimming around in fat was better for healthy weight loss than fruit after reading the Atkin's Diet. This just shows how our natural intuitive common sense can go out the window when weight loss is promised, and never more so than when weight-loss drugs are involved.

**When you are overweight and it's affecting every aspect of your life, you really can get desperate. We will seemingly try anything, regardless of whether it makes any rational sense or not.**

There have been many blockbuster 'weight-loss' drugs over the years, each hailed as the new 'wonder' drug. Sometimes, though, I wonder why.

### **Dying to Lose Weight**

Take the 'amazing' weight-loss drug known as phen-phen. So amazing that along with the weight loss came heart disease, hypertension and even death. A lawsuit against phen-phen manufacturer Wyeth found the company responsible for the death of a Texas woman diagnosed with PPH (primary pulmonary hypertension). The woman's family was awarded \$1.13 *billion* to compensate for her death due to PPH, caused by taking Pondimin, a phen-phen diet pill. Although this is a rare case, in that the woman actually died, Wyeth have set aside \$22 billion to pay damages to over 600,000 people.

### **Collateral Damage**

It has been reported that over 10,000 people in the UK are killed every year by ADRs (adverse drug reactions). To put this in some sort of perspective, there are just over 3,000 people a year killed on our roads in the UK. In the US this figure is estimated at near the 100,000 mark! However, the casualties of ADR are simply viewed as the result of 'friendly fire'. After all, the only reason why 'they' produce such

drugs is not to maim or kill but to provide genuine solutions to health problems, especially obesity – a health problem which, coincidentally, just happens to be worth billions for the right pill. What I find incredible is that despite the huge number of undisputed adverse side-effects caused by weight-loss drugs, the argument is always the same: ‘They do more good than harm’ and ‘In the fight against disease and obesity there will inevitably be some casualties until we find the cure.’

The cure, of course, is about as obvious as it gets when it comes to the disease (for that is how it is now classified) known as overweight or obesity. I don’t honestly think you need a Harvard degree or a masters in bioscience technology to realize that if someone who is overweight ate less and moved more on a regular basis, they would indeed have found the ‘cure’.

However, in reality the ‘cure’ for overweight and obesity is much more complicated. Genuine addiction to certain foods and drinks plays a *major* part in weight problems, as do a ‘diet mentality’ and a lack of inspiration. If it were as simple as just knowing what to do to lose weight and keep it off, obesity would be as rare as finding a free parking space in London. Luckily, once you understand how to shift from a ‘diet mentality’ to one of ‘food freedom’, as fully described in Chapter 10, then contrary to popular belief, getting slim and *staying* slim can be easy. A full understanding of a ‘food freedom’ mentality is essential before the brain will even accept that the words ‘easy’ and ‘slimming’ can ever go in the same sentence.

**Luckily, once you understand how to shift from a ‘diet mentality’ to one of ‘food freedom’, then contrary to popular belief, getting slim and staying slim can be easy.**

## Pharmageddon

It's not just drug companies getting fatter off the fat crisis. There are a million 'alternative' weight-loss remedies out there also searching for their piece of the fat pie. The difference is that when an alternative 'natural' remedy suggests it can help aid weight loss in any way then it is immediately described as 'worthless' and sometimes even 'dangerous' by some of the medical profession. Even today as I write this page there is a headline in the national press which reads:

### Herb Cures that Do More Harm than Good

The reason for this bold statement is due to the fact they claim there is 'no scientific evidence' that these therapies work or are safe to use. Dr Canter, who was reported in the *Daily Mail* on 3 October 2007 as saying he wants these treatments banned, said, 'It seems to me if you look at a drug in mainstream medicine it doesn't get used on a patient until its efficacy has been demonstrated.' This same argument seems to be used against just about every type of 'alternative' treatment. But unless I am missing something – or again I've gone mental – haven't there been hundreds, if not thousands, of cases of medical drugs pulled off shelves due to dangerous and sometimes *death-causing* side-effects? Drugs which *were* passed and 'scientifically tested' for 'effectiveness and safety'? Haven't I just talked about what happened with phen-phen?

Then we have the well-publicized Vioxx. This 'scientifically tested drug' was approved yet responsible for tens of thousands of deaths – yes, **TENS OF THOUSANDS!** The drug was designed simply for pain yet was no better than any over-the-counter drug for the same condition. How the hell did this get approval? The answer is simple – **MONEY!** A simple pain-reliever can make billions, so imagine when there's a promise of no more fat – a licence to print money.

Isn't it true that there have been several lawsuits filed against major 'legal' drug companies over fraudulent scientific data? Isn't it also true

that the scientific study into a drug's 'effectiveness' and 'safety' is sometimes funded by the producer of the drug itself? Isn't it also true that many of the companies who are responsible for the so-called 'independent' scientific study have a financial interest in the drug company for whom the study is being conducted? In case you didn't know, the shocking answer is *yes*.

Please, if you get nothing else from this book, **DON'T EVER TAKE A WEIGHT-LOSS PILL**. I hope I can show you in this book that weight loss is within everyone's power. The 'cure' is the same for all and – guess what – it's **NOT** a flipping drug. What a shocker! If you are overweight the cause of your problem is not a 'slimming pill deficiency'. Let's get to the *cause* and quit simply trying to treat the *symptom*.

### **THE FIRST EVER NON-PRESCRIPTION WEIGHT-LOSS PILL**

GlaxoSmithKline launched the 'Alli' pill in the US in 2007. Such is the desperate need for a quick-fix weight loss that 75 million of these drugs were sold in the first six months alone, proving once again that big people are big business for the pharmaceutical industry. By the time you read this book, Alli will probably be on sale in the UK, no prescription needed. Alli often causes oily anal leakage and flatulence if you eat more than their recommended 15g of fat a day.

### **A Touch of OCD**

The main issue I have with any OCD (Over the Counter Drug) weight loss drug is the huge potential for abuse. For people desperate to lose weight, the temptation to take more than the recommended daily dose can be too great. There are many who will wrongly think the more they take the more weight they will lose, and there is no doubt that in some cases people will get obsessed with the drug. It's worth knowing that in the USA Alli sold around \$7 million worth of the drug every week (yes, week) at the start of 2008. Not only is there a problem with anal leakage, but Mayo Clinic specialist Donald Hensrud MD estimates Alli

would only contribute to about three pounds a year of weight loss. Yes, a year! He also advises users to take a daily multivitamin to help make up for the drug's other negative effect on absorption of fat-soluble vitamins like A, D, E, K and beta carotene.

However, unlike drugs for other diseases, in my view the science behind this drug is flawed for the following reasons, so it's quite easy for people to see that pills are not the solution for fat, and that natural methods are the obvious and only way forward. Alli stops the body absorbing fat in food. This undigested fat, rather than being stored, is passed through the body. This sounds like a dream for most overweight people and no doubt is why millions are buying it. The problem is that these pills can do nothing about the excess refined sugar that is converted into fat. Not only that but **WE NEED FAT!** If these pills get misused (which could easily happen with a non-prescription drug), many could end up with an EFA deficiency. EFA stands for essential fatty acids, the clue here being the word essential. If we don't get a regular supply of good fat we will suffer many adverse health symptoms, which ironically we would no doubt treat with more drugs, keeping the drug merry-go-round going nicely. On top of that, Alli interferes with the absorption of some vitamins, so people are advised to supplement their diet with a daily multivitamin – once again, you really can't make this stuff up! Oh, and the severe diarrhoea which can occur with this drug can also cut the effectiveness of contraceptive pills – brilliant! Once again my advice is as clear as it gets: **NEVER EVER TAKE A WEIGHT-LOSS PILL!**

### **Fat Lies**

There have been many cases of 'foods' that have passed every test in the book for human consumption which have proved years later to be extremely harmful. Take trans-fats for just one of hundreds of possible examples. A recent report from the Food Standards Agency (FSA) said, 'The trans-fats found in food containing hydrogenated vegetable oil are harmful and have no known nutritional benefits. They raise the type of cholesterol in the blood that increases the risk of coronary heart

disease. Some evidence suggests that the effects of these trans-fats may be worse than saturated fats.'

The question I have is a simple one: how come this wasn't known *before* this type of fat entered the food chain? Why, after all the 'tests' and 'research' which is required before any food is passed, weren't the harmful effects spotted? One thing's for sure: if this type of adverse reaction was ever seen with any type of juice therapy it would be banned *immediately*, and no doubt I would be up on some kind of charge for 'endangering the health of others' and possibly even 'manslaughter'. What's mental is that despite the fact these harmful effects of trans-fats are known and have been known for over 20 years, there is still (at the time of writing) no obligation for food manufacturers to display the amount of trans-fats on product labels.

### **EGG ON HER FACE**

In 1988 a senior government scientist became convinced that a general rise in salmonella poisoning in the UK must be caused by the bacteria getting inside chickens' eggs. The junior health minister at the time – Edwina Currie – took his comments on board and made a public announcement which led to complete panic. Millions of chickens were slaughtered and thousands of small egg producers were put out of business. Four years later the government reversed its policy, acknowledging that eggs had not been the problem after all. Just one scientist's opinion gets taken as read and millions suffer.

The point I am making is that just because something has been 'medically and/or scientifically tested' for 'effectiveness and safety', it doesn't necessarily mean it is effective or in any way safe. And, again, it isn't true to say drugs are always *fully tested for their safety and effectiveness* before going into the public domain – just read Dr Richard Halvorsen's superb book *The Truth About Vaccines* with regard to the short time the MMR jab was 'tested' before being made almost compulsory.

If all the medicines that were tested were super effective there wouldn't be a multi-billion-dollar alternative market. After all, we all pay into the kitty and life would be much cheaper if most medical treatment had the 'good and positive' effect so often claimed. When I was covered from head to foot in psoriasis the only treatment I was offered at the time was either high-potency steroid cream or going to hospital and being covered in 'tar' and bandages for six weeks. Both treatments would have 'thinned' my skin and caused me to become sensitive to sunlight, which, ironically, is one of the best natural treatments for this skin condition. Both treatments would also have done nothing whatsoever to try to get to the cause of problem.

In countries such as Denmark, people with severe skin conditions such as psoriasis are flown to the Dead Sea in Israel for one month in order to treat their condition. The enlightened medical profession, along with those responsible for the best use of taxpayers' money, realized that it actually costs less to send patients to the Dead Sea for a month than it does to keep them in hospital covered in bandages for six weeks. Not only is it better value for money but it is extremely effective as well. The Dead Sea is one of the most unique places on earth, highly dense in natural healing salts and minerals, as well as being the lowest place on earth – making it one of the safest places to get natural sunlight therapy. I was *never* offered this option, and despite what I put into the 'kitty', I always had to pay my own way to Israel, as well as for any alternative treatment for my condition. It is nice to know that we all pay for health care many times over, once in tax and once again in 'alternative' measures *when*, not so much *if*, any 'tested' medical treatment fails us.

## **PATENTLY Obvious**

It seems odd to me that natural fruit and plant remedies (such as pure juice therapy), which have been responsible for zero direct deaths, are often hammered by the medical profession, yet medical weight-loss drugs which often do cause harm are all considered part of the 'friendly

fire' syndrome. That isn't to say that the medical profession doesn't often have a very valid point. Some of the weight-loss products out there are about as effective as a cat flap in an elephant house and a total waste of time and money, and yes, there are unscrupulous characters in every business. But the same argument can often be levelled at medical drugs for weight loss.

In fact, I don't know of one single weight-loss drug that has come even close to solving the obesity epidemic anywhere in the world. Despite this I can guarantee it won't be long before you read about the next 'amazing breakthrough in weight loss' drug therapy (look in your newspaper today, it may be there). This drug will come with a clean bill of health and backed by studies of many who have lost X amount of weight because of the drug. Once again, if you do ever see the new answer to everyone's fat problem wrapped up in a drug pill DON'T TAKE IT (just in case you missed that earlier!). All drugs have side-effects and all drugs are toxic to the body. If you are already taking a weight-loss pill, talk to your GP before you decide to stop taking it. I have to say that, but the same piece of advice would never apply to anything healthy. I doubt you'll ever hear: 'Before you stop eating avocados check with your GP first' – why? Because fruit and vegetables aren't dangerous and don't cause withdrawal symptoms of any kind.

### **Fat People = Fat Profits**

The reason for the apparent 'new' weight-loss drugs is not out of a genuine care for our health, which would be nice. In 1998, GPs in the UK spent just £20,000 on anti-obesity drugs yet in 2005 the annual cost had risen to more than £38 million. That's one hell of a big fat jump. Why such a jump? Simple. Obesity has now been reclassified as a disease. Why does this make such a difference? Again, simple. As a disease it needs to be treated, and as a disease – in the minds of the 'professionals' and indeed aspects of the law – this means an increase in medical 'help'. And medical help, of course, equals drugs! Drugs for weight loss in particular equal mega profits, more disease and more toxicity.

It's worth knowing that in the US the FDA (Food and Drug Administration) passed a law stating, '**only a drug can cure, prevent, or treat a disease**'. The law is exactly the same in the UK. In 1996 a ruling was made that anyone making a claim that any food can cure, prevent or treat a disease is breaking the law and is subject to criminal prosecution. This effectively means that if someone were to say that fruit can help to prevent cancer or obesity, they could go to jail for it! This is why when a major UK supermarket stated that mangos could help in the prevention of certain cancers, they were brought to book and it made national news. The 'offending' sign was removed. But mangos *do* help with the prevention of disease, as do apples, pears, oranges, lemons, spinach and ALL other fruits and vegetables designed for human consumption. All contain antioxidants and all help to curb free radical damage, which even by the government's own admission is one of the biggest causes of disease and premature aging.

Listen carefully to what I am saying here as it beggars belief on every level. There is a law that effectively says there will never be a *natural* remedy that can cure, prevent or treat a disease. No one will ever be able to make such a claim, even if it's 100 per cent true. How mind-blowingly absurd is that? It means that if someone advertised that oranges or lemons could cure the killer disease 'scurvy' (which, of course, they do and this is not disputed by anyone), they could be thrown into jail. No, I am not joking, but I sincerely wish I were. For if oranges or lemons were deemed to cure, prevent or treat the disease scurvy, they would then be classed as 'drugs'. However, before a 'drug' label can be given, these fruits would have to go through the £400,000 worth of testing required to approve a new drug. This would never happen. Why? Well, a natural remedy cannot be patented by anyone and so who on earth would ever pay that amount of money for testing if they couldn't get that money back at least tenfold? You see, it's not always about actually curing, preventing or genuinely treating disease; it's all about what can be patented. If it can't – forget it. If it can – bingo!

Let's not forget that if fruit and vegetables were claimed to cure, treat or prevent a new disease like 'obesity', then anyone selling them

without a licence to dispense medicine would be prosecuted. Yes, if someone were to state that a lemon was a cure for scurvy, or that avocados were a good treatment for obesity, the lemon suddenly stops being a lemon and the avocado stops being an avocado. They both now miraculously become drugs – yes, a lemon a drug. And unless you have a licensed practice or sell medicine, you could be nicked! Once again, you really can't make this stuff up.

Obesity, now it's a disease, is mega business for the medical drug industry. And the more people who are diagnosed with obesity, the fatter the nation looks and the fatter the profits. It's worth knowing that obesity is diagnosed using a very antiquated system called the BMI index. BMI stands for body mass index. It is a measurement of fat which is worked out by taking your weight in kilograms and dividing it by your height in metres. What it doesn't take into account is body muscle weight. This means that Brad Pitt, according to the BMI index, is obese – yes, Brad Pitt obese! This should illustrate perfectly what a stupid system this is. But if it means more people are diagnosed with obesity, even if in the real world they aren't obese, all the better for the new drug on the block.

### **The Sicker We Get, the Healthier Their Profits**

The fact of the matter is there will never be a drug that will enable the body to lose weight in a natural and *healthy* way. ALL drugs have negative side-effects, and these side-effects are very often treated with more drugs. Unless people get ill, drugs become worthless. Drugs often create the need simply for more drugs, and more drugs mean more profit. The big drug companies are PLCs, and as public limited companies they have to, **BY LAW**, *increase* profits for their shareholders. How can you have a situation where the people responsible for drug treatments being dispensed to the public are lawfully obliged to increase profits? How can this be when increased profits can *only* occur if more people take more drugs? Drugs which, let's not forget, have adverse side-effects. Side-effects which, let's not forget, are responsible for over 10,000 deaths in the UK alone each year. This is like putting traffic wardens on

performance pay and giving them bonuses if they hand out more parking tickets, a system which would inevitably lead to corruption and the removal of common sense – oh sorry, this is the system!

### **Money Makes the Drug World Go Round and Round and Round**

Weight-loss drugs are the new blockbusters on the pharmaceutical block. They will increasingly rear their ugly heads and all in the name of 'help'. The problem is the only people these drugs tend to help are the shareholders and directors of the big pharmaceutical companies.

The reality is that the powerful nutritious liquid fuel trapped within the fibres of raw fruits and vegetables contains the perfect balance of vitamins, minerals, fats, carbohydrates and amino acids to maintain health during weight loss. There are some who will be arrogant enough to think they can create something more perfect than nature itself to deal with the obesity nightmare taking place in our world at this time, but I hope and feel that common sense and intuition will have the majority of people going in the right direction.

### **You Can't Patent Fruit or Veg**

Once again, the biggest problem is that you cannot patent a fruit or vegetable. No patent means no big blockbuster money-spinner. What I find most extraordinary is how no one seems to question what many scientists in this field are doing. They often do a study and find that a certain fruit or vegetable is highly effective for either the prevention or treatment of a particular disease. They then try to find exactly which ingredient contained within the fruit or vegetable makes it so effective. Their aim, I imagine, is to isolate the secret ingredient and add some other chemicals to it in order to make a patentable 'drug'. A 'drug' which will once again be hailed as the new all-singing, all-dancing answer to whatever disease the fruit or vegetable helped with. Just a thought here, but why on earth don't they simply suggest people eat the fruit or vegetable that made the difference? Is it really because you can't patent it? Could the industry be that corrupt?

## 'Lies, damn lies and statistics'

— Mark Twain

You can make any study look and sound better than it actually is, especially when you are trying to get a licence for a blockbuster drug. Not all studies are worthless, clearly, and many are extremely valid. However, as far as I'm concerned there is only one study worth looking at and that is genuine people giving genuine testimonials. We live in a world where if people say a drug has helped them in any way it is taken as read by the medical profession, but if a load of people get spectacular results for their health or ailment using natural methods, the usual responses are: 'it hasn't been tested properly' and 'it might have worked for those people, but there is no evidence to suggest it will work for everyone'. But there's no evidence to suggest any drug on earth will work for everyone either. There is also no evidence to suggest we are making any progress whatsoever with 'drug therapy' for weight loss in any part of the world, yet many millions are still being invested into finding *the* cure-all 'anti-obesity pill'.

### True Scientific Success

I have received thousands of genuine emails from people all over the world who have had *major* health problems massively reduced or eliminated as a direct result of freshly extracted juice and nutritious freshly made smoothies. There will also be countless people who have had diseases prevented due to getting into a juicy and healthier lifestyle, the extent of which we will never know.

What I find shocking is that instead of many people in the dietetic and medical professions looking into this as a potential breakthrough natural treatment for obesity and other ailments, we have a situation where my programmes, such as *7lbs in 7 Days*, are attacked instead of embraced. When you read the results in the next chapter, you will be

blown away and will think it even more of a mystery why freshly extracted juice as a therapy isn't embraced more widely.

## **'The drugs don't work.'**

– The Verve

It often takes years for some dieticians and the mass medical profession to catch up and accept any alternative to drug treatment. We are only now getting doctors and dieticians recommending things like fish oil for joint pain, even though this has been spouted by the non-medical clan for decades. Even as I write, I have just heard the news on the BBC headlining the result of a scientific study showing how a cocktail of additives can cause hyperactivity in some children – something which, once again, the 'alternative' voice of common sense has been saying for donkey's years. When you see bright green, often luminous drinks masquerading as 'juice', containing a chemical concoction any science academy would be proud of, I don't think you need six years of medical training to instinctively know it just might send your kids nuts!

What has happened to common sense? What has happened to that inner knowing we all possess? Things become even more insane when you think that some of the top-selling children's medicines contain some of these hyperactive-causing chemicals, as well as other lovely things such as aspartame. Aspartame is an artificial sweetener which has been linked to 92 different harmful side-effects, including brain tumours. You can't make this stuff up.

**'Anti-wrinkle cream there may be but anti-fat  
bastard cream there certainly is not.'**

– from the film THE FULL MONTY

We are, despite what some are saying, in the grip of a genuine obesity and overweight epidemic. This isn't *Daily Mail* headline stuff either. It's common knowledge to most in the know and blatantly obvious to all who walk down Walsall High Street on a Saturday afternoon! It has been reported that if current trends continue, 50 per cent of all children in the UK will be significantly overweight or obese by the year 2050. It won't be long before we are on a par with the US, where at the time of writing a whopping **two-thirds of US citizens are overweight or obese**. That's two-thirds! Along with being overweight and obese comes diabetes, heart disease, stroke, cancer, gout, arthritis, high blood pressure, high LDL cholesterol levels, hyperactive disorder and so the list goes on and on.

Everything we put into our system changes our biochemistry, and given that blood flows through the brain there is no question that many mental disorders are also caused by a lack of nutrients and the addition of clogging 'foods' and 'drinks'. Even the World Health Organization recognizes that 85 per cent of all disease is a direct result of what we put into our mouths and external environmental factors, such as living in a polluted city.

**'i am too chubby, too large ... it's not good.'**

— Luciano Pavarotti

Being overweight is often an addictive and uninspired trap. As it has a knock-on effect on the manifestation of virtually all of mankind's common and debilitating diseases, it really is something we should be paying full attention to. This is why it is of paramount importance that the mainstream dietetic and medical world gets on board with any treatment that is clearly effective in this area. Juicing is not only super effective, but it's also safe, healthy and something people can do every day of their lives with *no* adverse side-effects whatsoever. If a drug was produced that had the same effect, it would be hailed as the new obesity and disease 'wonder' drug, and every doctor and dietician would be singing its praises and prescribing it left, right and centre.

**Juicing is not only super effective, but it's also safe, healthy and something people can do every day of their lives with NO adverse side-effects whatsoever.**

Being overweight, as I know from my past, is no picnic. People who have never suffered are the first to simply say, 'Eat less and move more.' This sounds logical and obvious, and who can blame them for saying such a thing. However, logic plays no part in addiction. It's like saying to a smoker, 'Smoking is bad and if you stopped you'd have more money and would be healthier.' That kind of statement might be correct, but it's somewhat patronizing to think the smoker has no idea of these obvious facts.

It is just as patronizing to inform someone who is overweight that, 'If you eat more good stuff, cut down on rubbish and exercise more you will be slimmer and feel better.' When I was overweight and I heard people saying this to me I would simply think, 'No shit, Sherlock!' Just because someone is thick physically it doesn't automatically make them thick mentally. I was fully aware of what I was doing. I had lost my fire, my inspiration – that impetus which makes us want to bounce out of bed and embrace the opportunities life has to offer. I had simply lost my spark, something that happens to so many people on a regular basis.

**'My dream is to wake up 50lbs less and fly.'**

– Luciano Pavarotti

Luckily, times really are changing. Increasing numbers of doctors and dieticians are realizing that drugs don't work when it comes to weight loss. Many are also more open-minded than ever when it comes to possible new options. Even the resident Radio 2 doctor – Dr Jarvis – often recommends cognitive therapy for many ailments, including obesity. This is why this book, like all of my others, deals with the mental as much

as the physical. Things are changing so much that I even have many doctors who recommend my books and work, but I feel we are some time off mainstream medical heads being as open. I also feel it will be many more years before ‘juice therapy’ of any kind is recognized as an extremely safe and effective treatment for obesity and other disease.

I wish to make something clear at this point: I am all for medical intervention and drugs where necessary. I *strongly* believe I wouldn’t be alive today without the injection which saved my life when I had my very first asthma attack at the age of eight. However, I wish I had been told what was *causing* my condition instead of simply being given drugs for the next God knows how many years to sticky tape over the root cause of the problem. It would have been good if someone had at least suggested that diet and exercise just *might* play a part. At least then I could have tried to do something about it instead of just accepting my drug-filled days. However, as I will keep saying, there’s a lot of money in drugs – more than most of us can comprehend – so what interest has a drug company got in actually curing your condition? Just a thought.

## Pure Common Sense Science

Science, as far as I am concerned, is ‘that which works’. For obesity and weight loss there is no question – juicing works! Exercise works! It not only works for some; it works for *everyone* – and I am willing to challenge anyone who believes anything to the contrary. This means that no matter what you have tried before, the *physical* weight-loss results are guaranteed on this programme.

However, this book isn’t simply about the physical. It’s also about igniting that inspirational mental fire within – that passion, which often sits dormant inside us all. When ignited, it makes us feel anything is possible. It makes us excited about life again, and makes us *want* to get up, exercise and get slim so we can get the most out of each and every day.

As mentioned in the Introduction, many people think that life has put out the fire. While we are breathing, however, it is a sure sign that

the pilot light is very much on, and all that's required is a bit of mental fuel to ignite the fire once again. What we don't realize is that there are many aspects that dampen the fire. There are many 'foods', for example, that contain toxic chemicals which gradually wear us down without our knowledge. We often take over-the-counter drugs to deal with some of the nutritional deficiencies caused by these 'foods'. These drugs **ALL** have negative side-effects, which once again contribute to the dampening of our inspirational fires.

There are many things that can ignite us once again. Sometimes it can be just a sentence. For others it's hearing of other people's successes. It can be seeing what you deem 'real' scientific studies on juicing. It can be seeing the truth behind the food companies and deciding you no longer want to help fund them by passing over your hard-earned money in exchange for substances which will simply make you fat, ill and unhappy. Whatever it is, this book has been carefully designed to ignite that fire within and give you a successful launch on your juicy journey to the lovely world of slimness and health.

Nothing, I feel, can trigger the pilot light to fire more so than people who have already experienced incredible success. When you see what can be achieved in a short space of time, it helps to start the firing process. I have chosen just a tiny selection from our juicy postbag to help light that juicy fire within. Make a point of reading every one, as some of the results will astound you. I also sincerely hope that those sceptics in the dietetic and medical worlds read the next chapter and take note. I hope it makes them sit up, pay attention and start to see the incredible value freshly extracted juice can have on every aspect of mental and physical health. I also hope they, and you for that matter, don't dismiss these letters and emails as 'isolated' or 'not real'. The following are all *100 per cent genuine*, from 'real' people from every walk of life. All have different lifestyles, jobs, commitments, ages, and yet all managed to introduce juicing into their often hectic lives and reap the slimming and health rewards. Come forth and let me give you a glimpse of what can happen when you join in ...