

14-DAY CLEANSE

DAY 7: VIDEO SCRIPT: TRUST

Tess Masters: Okay guys, it is day seven, which means we are halfway through the cleanse. Now, a lot of you have been emailing us and not finding a lot of joy in that, because you're a little bit freaked out about juicing and juice fasting, so please trust ... That is our word for today. Trust in this process, and trust that Karen has been leading juice fasting cleanses for decades, and we have been jointly leading these juice fasting cleanses for years. We've led thousands of people around the world. They've been pleasantly surprised that it's not actually that terrible.

Most people are just really terrified that they're going to be starving for three days, going all liquid, and just drinking juices. Just trust in the process and trust that we formulated these juices, breakfast, lunch, and dinner, so that you get enough calories. They're really, really delicious, and most of our participants are really pleasantly surprised they're actually not hungry. They feel sustained, and they really can do this. Trust, stay hydrated, make your juices, but also journal. Record how you're feeling, and we really encourage you to please look at the exercise guidelines, because now as we head into fasting, you really do want to slow down any strenuous activity. Just slow walks, gentle stretching. No inverted yoga poses. That can lead to you getting lightheaded and stuff, all right?

Before we go into juicing, particularly for those of you that haven't really juiced a lot, I thought it might be great to get a Juicing 101 from The Juice Goddess herself. Take it away Karen.

Karen Kipp: Sure. It's true, by the way. We haven't lost a single person yet during these fasts, and you are not going to be the first one, okay? All right. I'm going to try and just give you the real quick basics. There's lots to learn about juicing, but really, it's pretty darn simple. It doesn't matter what kind of juicer you have. You can have the spinning kind, which is centrifugal, or you could have this kind that's a slow motor speed, whatever you have, any juice is better than no juice. It'll work out perfectly fine. Whatever you've got is going to work for us. We just want to give you a few basics, no matter where you're coming from, that you'll need to know.

We talk about, for example, in the recipes ... They're very simple recipes. You're going to find that you're having a huge break from the recipes we've had before.

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- Tess Masters: That's actually one good thing about going into the fast, is that the food prep takes less time.
- Karen Kipp: Yeah, actually it's really simple, right? You've got four, five, maybe six ingredients for a juice. It's really, really simple.
- Tess Masters: Don't forget to make the popsicles and the broth. I know we say that they're optional, but I really feel like they're going to help sustain you.
- Karen Kipp: Yes. People love the popsicles. It feels like you're almost eating something.
- Tess Masters: Yeah.
- Karen Kipp: Okay, so, for example, we always have you peel the lemons, and we'll say that "rind removed" on the recipes. It's very simple. What we do is I like to cut it in half. This is my way of doing it. You may have your own way, but this is the way I prefer to do it. I just lay it down, make sure it's stable so you don't cut yourself, right? I just take the rind off, just like that. It's that simple.
- Tess Masters: If you don't take the rind off, your juice is going to be really bitter.
- Karen Kipp: Yeah. That's not good. Really, it's not. End up with a little bitter like that. That's what I do for my lemons. The other pieces, I'm really just cutting up to fit my juicer, so it depends on your juicer, right? Some juicers are this wide with the chute, and some are more like this. It just depends on what your juicer is like, how small you need to cut the pieces to actually fit in here, right? I've cut my cucumber up. I've cut my apple up. I don't really need to do much to the kale no matter what kind of juicer it is. It pretty much feeds in there. However, many times, to get the most out of the juice, you're going to need to alternate between the softer, wetter fruits, and the dry things like kale. Okay. We'll show you how we do that a little bit.
- In some of the recipes, we actually call for adding cinnamon or cayenne, or a few other things, vanilla, things like that to the recipe, which are quite delicious in the recipes. All you need to do is say you have one with carrot and cinnamon for example. That's what I have here. What you do is you go ahead and cut the vegetables up, and then just put your little bit of sprinkle over it, right? Just like that. It's that simple. Then, you go ahead and feed that through the juicer, and it works really, really nicely.

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- Tess Masters: That's how you're going to get the most even flavor profile, and you're not going to lose the cinnamon, and the cinnamon's not going to float up to the top by stirring it in at the end.
- Karen Kipp: Okay. Tess, let's go ahead and juice this up real fast.
- Tess Masters: All right.
- Karen Kipp: Here's the plunger. I'll just hand you some things up there. We're going to alternate these like I talked about. We're going to go ahead and do a little bit of apple and then a little bit of kale. For most juicers, that's very, very helpful to make sure you get it all through there.
- Tess Masters: Show them how you're putting it through with the-
- Karen Kipp: With the stem and everything. Yeah. We don't take the stem off or anything. It's the whole leaf. I just grab it right out of the bunch and pop it right down there. We go back and forth and alternate that. That way, we get the most out of all of our produce. There you go.
- Tess Masters: It's squeezing it.
- Karen Kipp: By the way, if you have little kids around, for some reason, kids absolutely love shoving stuff down the chute. I don't know what that's about, but consistently, universally, they love doing it, so give them an opportunity. They will play with you and help you make juice every day. There you go. Hand those back.
- Tess Masters: I'm being The Juice Goddess' sous chef right now.
- Karen Kipp: There you go. It's a lot of fun. By the way, with kids, I always tell them that this is the fruit/vegetable poop, and for some reason that makes them laugh every single time. It makes them get even more engaged in the whole process. Again, it's just trusting that what you're doing is right for your body, that you're going to be very surprised that you're really not feeling that hungry. If you want to, you can double the juices. Honestly, I find that very rarely do people actually want to double the juices. Every once in a while someone does.
- Tess Masters: I like to double the juices. I'm going to be totally honest, because I'm a pig. Let's talk about diluting the juices for the purposes of fasting.

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Karen Kipp: Yeah. When we fast, we do dilute the juices. It depends on the sugar content of the particular juice, but we'll tell you in the recipe how much water you want to actually add, but I usually have the juice up to here, and I'll add about a third to half of water up to the top for most of my juices. It just depends on taste, but what that does is that helps break down the sugar content a little bit, so you aren't absorbing quite as much sugar as rapidly, even though these are low sugar content. Still, we want to be aware of that.

Tess Masters: Another thing you can do when you dilute your juice is just pour a little bit of water into the juice, so it just pulls out the remaining juice. You get more.

Karen Kipp: Here's the juice right here coming down. This is the leftover pulp. Go ahead and turn it off there. It's going to make a little bit of a mess, so I always put this other container right under there while it drips for a little bit. You can have a little bit of fun with your juices, especially if that's all you get for the day. Serve it up in a cup. It's really beautiful. Enjoy it. Then, as you notice, pretty much all of our recipes add a touch of sea salt to them. Celtic sea salt is what we prefer. You can look in our Resource guide for that information. What we do is I just add two or three shakes of salt to any given juice. Stir that in really, really nicely. What the salt really does for you is it helps with the mineral absorption in the juices. It also mellows out the flavor and makes them really nice, and the sweetness comes through a little bit better. It's great not just for flavor, but it's also good for nutrition.

Tess Masters: When you're fasting though, you need to strain the juice.

Karen Kipp: Correct.

Tess Masters: We didn't strain it just now, but you'll want to strain all of your juices to remove as much of the fiber as possible. That's going to start the digestive process and make you feel hungry.

Karen Kipp: You don't want that.

Tess Masters: Make sure that you strain all of your juices for the purposes of fasting. All right? If you're making your juices tonight ahead of time, we like to put them in glass mason jars with the lid on the top, and that way you can just pop it in the fridge. It's not getting as much exposure to oxygen. You're going to retain as much nutritional content as possible.

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Karen Kipp:

Just one little note on that. You want to fill it all the way to the very top with water, so top it off with water all the way to the top of the jar so that no oxygen is getting in there. That preserves the enzymes.

Tess Masters:

What I will say, for those of you that have emailed us about making all three days' juices ahead of time, you want to make sure that you leave an inch at the top for expansion of liquids when freezing, if you are going to freeze them. All right? We are here for you. Remember, use the community. All right? Please get in the Facebook group. Ask your questions. Leave your comments. We are here to support you. All right? Trust in the process tomorrow, all right? We will see you tomorrow for day one of the juice fast.