



# PaleoCleanse, Detoxification and Food Addictions


By Tricia Talerico, D.C., M.S., Nutr.

Detoxification and cleansing protocols are growing increasingly popular. The basic premise behind them is that the body tends to accumulate more toxins living in our modern world than its natural detoxification system (liver, kidneys, lungs) can possibly get rid of. Research shows that chemicals from pesticides, chlorine, bleach, ammonia and carbon monoxide can build up over time and cause disease. Oddly enough, there is another critical reason for doing a healthy, doctor-supervised detoxification.. **FOOD ADDICTIONS.** None of us are strangers to this disease, as sugar and refined carbohydrates act like heroin or cocaine on our brain (opioid receptors). The food industry has messed with our taste buds, our brain chemistry and our metabolism and has helped to create a nation of people who are in some way addicted to refined sugars, carbohydrates and flour. This causes insulin resistance or pre-diabetes and results in increased fat, ketone and glucose storage in the body, increasing hunger and slowing down our metabolism. The question being studied today, is whether our biochemistry drives our overeating behavior or is it our behavior that drives our biochemistry? Much research points to our biochemistry resulting in our overeating behavior. Other important food addictions are wheat (gluten) and dairy. In Dr. Mark Hyman's, The Blood Sugar Addiction, he talks about caseo-morphines and gluteo-morphines that act in the brain like opium and keep people addicted to these foods.

Let's look at some alarming numbers... In the U.S., we typically eat almost 152 lbs. of sugar per person per year and 146 lbs. of flour per person per year. Most people don't realize that flour, white or wheat, has a higher glycemic index than table sugar. Another common addiction is MSG or monosodium glutamate. It's hidden in many processed foods and is used as a flavor enhancer. It drives the overconsumption of food and sugar and it raises insulin 3X. Insulin is a fat-storage hormone and a hunger hormone.

In Dr. Hyman's book he also talks about the FLC Syndrome or "feel like crap" syndrome. Other docs call it the "I don't feel good-itis" syndrome. If you think about it, this may be the #1 reason for people to see their primary care physicians. The solution... reset your diet for 10-14 days, see how much better you can feel and then decide if you want to make those diet changes into more permanent lifestyle changes. A 14 day PaleoCleanse consists of taking out sugar, grains, flour and processed foods. You eat mostly vegetables, good-quality lean animal proteins, some fruits and two delicious, clean pea protein shakes. When you adopt a low-glycemic diet, your body quickly switches from fat storage to fat burning. This is not a calorie or volume-restricted cleanse. Interested? Just call our office during the month of January and receive \$10.00 off our Organic PaleoCleanse Kit (normally \$141.00), a free shaker bottle and we will also do a complementary body composition analysis (normally \$70.00) on our brand new, state of the art, InBody Analyzer. This machine gives information about body fat mass, lean body mass, skeletal body mass, body water and visceral fat levels.

***It's a New Year, are YOU ready to make some permanent, healthy lifestyle changes?***



**IMPROVE YOUR HEALTH...  
IMPROVE YOUR LIFE!**

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| <ul style="list-style-type: none"> <li>↓ Body Fat</li> <li>↓ Diabetes</li> <li>↓ Cholesterol</li> <li>↓ Hormonal Imbalances</li> </ul> | <ul style="list-style-type: none"> <li>↓ Metabolic Syndrome</li> <li>↓ Gluten Allergies</li> <li>↓ Chronic Fatigue</li> <li>↓ Gut Imbalances</li> </ul> |
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Longevity is not a gift, it has to be earned. Discover a medication-free approach to better health, better energy and longevity. **ARE YOU READY?**

**Tricia Talerico, D.C., M.S., Nutr.**  
**Nutrition and Weight Loss Center of Ocean**  
Dow Plaza • 1819 Highway 35 North  
North Oakhurst, N.J. 07755  
**732-609-3366**