



Myths about Colon Cleanses

Are colon cleanses really necessary or just a trend? Supplements and products line the shelves in grocery stores and pharmacies claiming to enhance the vitality of the body through colon cleansing; however, credible scientific research has yet to prove the safety and efficacy of colon cleansing.

Evolution of Cleansing Trends

In the United States, colon cleansing became popular in the 1920s and 1930s; yet a recent spike in this trend has allowed more and more consumers to access products specifically designed for colon enhancement. Resurgence in colon cleansing methods using teas, enzymes or colon irrigation has become popular among many Americans. Unfortunately, these popular remedies aren't without their risks. The U.S. Food and Drug Administration (FDA) does not regulate colon cleansing products, so their safety cannot be guaranteed and side effects often occur. Potential risks may include:

- **Nausea, cramps**
- **Dehydration**
- **Interactions with medications**
- **Bowel perforation**
- **Infection**

Let's take a closer look to uncover the truth behind the body's natural process.

The Body at Work – Natural Detoxification

The human body is a well-oiled machine and has natural mechanisms in place for detoxification such as digestion, urination, sweating and respiration. All of these processes help rid the body of toxins with digestion being one of the most

important. Digestion is a sensitive process, and with one wrong move, your body may be quick to fall out of sync. Many factors play a role in digestion including stress, exercise and diet, which is why it is important to keep your body healthy. The innate digestive process is what keeps things moving and keeps you smiling on the inside.

Does the colon really need help? Likely not, and here are a few reasons why:

- Natural bacteria in the colon detoxify food waste
- The colon sheds old cells about every three days on its own, preventing buildup of harmful material
- The normal number of bowel movements varies from person-to-person. It may be as often as a few times a day or as little as a few times per week
- Increasing the number of bowel movements does not improve weight loss. The body absorbs most calories before they reach the large intestine

A Total Nutrition/Total Body Approach

Naturally occurring substances in food and beverages can aid the body's innate detoxification process without the harmful effects colon cleanses can bring. It is important to take a total nutrition approach in supporting a healthy lifestyle.

Tips to support your body's natural detoxification process through total diet:

- Consume foods with both insoluble and soluble fiber such as cereals, whole grains, fruits (fresh and dried) and vegetables.
- Be sure to drink plenty of fluids, which can aid in the natural detoxification process by flushing out toxins your body has produced.

- Research indicates that Sunsweet® AmazIn™ Prune Juice can help protect the body from within beginning with the digestive tract (Piiranien et al, 2007). The naturally occurring fiber and sorbitol in prune juice allows the colon to function by absorbing water and binding undigested food to add bulk and softness to stools.
- Establish an exercise regimen to incorporate daily activity.

Nutrient Content of Different 100% Juices (8 FL oz.)

JUICE TYPE	FIBER (%DV)	POTASSIUM (%DV)	MAGNESIUM (%DV)	VITAMIN B6 (%DV)	THIAMIN (%DV)	NIACIN (%DV)	IRON (%DV)	CALCIUM (%DV)	SORBITOL (G)
Apple	2	8	2	2	2	1	0	0	0
Grape	2	8	6	4	2	2	3	0	0
Orange	0	13	6	7	3	3	0	0	0
Sunsweet® AmazIn™ Prune	12	6	6	15	15	10	4	2	2

(Source: USDA Nutrient Database and Sunsweet)

The Power of Prune Juice

As part of the ongoing process of maintaining a healthy digestive system, Sunsweet AmazIn prune juice is an all-natural digestive health remedy – no preservatives, no added sugar – just 100% juice made from sun-sweetened prunes. Ingredients found naturally in prunes, such as fiber and sorbitol, provide a mild laxative effect, in addition to potassium and magnesium which contribute to the maintenance of a healthy bowel.

A diet high in fiber is well-recognized for its role in supporting a healthy digestive system and one standard serving (8oz) of prune juice contains 3 grams, which provides 12% of the Daily Value (DV) of dietary fiber. A much less familiar term, sorbitol, plays an integral role and is a component in prune juice. Sorbitol is absorbed slowly into the blood which allows it to hold water, increasing the moisture content, and leading to easier passage of stools from the body. Prunes and prune juices are unique in that the sorbitol content is much higher than that of other similar fruits and fruit juices. In addition, potassium and magnesium are both vital minerals to maintaining digestive health and they work together to help regulate muscle contraction and relaxation of the digestive tract. With the natural ingredients of fiber, sorbitol, potassium and magnesium, Sunsweet AmazIn prune juice is a natural fit for a healthy lifestyle.

Benefits of Prune Juice

Not only does prune juice provide a natural remedy for promoting digestive health, it's also a good source of six vitamins and minerals. The chart below illustrates how prune juice tops the charts when compared with other similar

The human body is a remarkable system and it seems fitting to support these innate processes that occur with a total nutrition approach. All pharmaceutical products aside, Sunsweet AmazIn prune juice is the perfect choice to meet both digestive health and overall health needs.



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- www.webmd.com
- www.nlm.nih.gov/medlineplus
- www.eatright.org
- www.choosemyplate.gov

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