

# DETOX? CLEANSE?

## THE UGLY TRUTH ABOUT HEALTHY TREND



On Amazon, nearly 3,000 products are listed under the subcategory “Detox & Cleanse. The terms ‘detox’ and ‘cleanse’ have become so mainstream in the dieting world because it is been advertised as ‘celebrities diet method’ through Facebook and Instagram. You may see all the gummy bear hair supplement and teatox thingy that Kardashian family put on their social media at least, right?

But if you talk to anyone with a degree in dietetics or biologist, they’ll tell you the same thing: The body already cleanses itself. That’s what the liver, kidneys and colon do naturally.

Taking any supplement in excess has the potential to have the opposite of its desired effect— that is,

overloading on supplements may intoxicate the body, said **James Upham**, a undergraduate student of Bournemouth university who is studying Physics and Sport Education.

“Our bodies are designed to deal with these vitamins in teams,” he told during our interview and added “Too much of one or the other ingredient or nutrition can really knock it off. In addition, you may be overloading your body’s ability to metabolize and detoxify these supplements, overwhelming your liver and kidneys.”

So clearly, this all ‘cleanse&detox’ thing is made up from seller who trying to give people fake illusion of losing body with magic ingredient, does it make sense?

## **CAN SUPPLEMENTS HELP YOU LOOSE WEIGHT?**

Popular programs like Plexus, as well as Isagenix, AdvoCare and Arbonne, call for taking supplements, either in pill or powder form.

AdvoCare, which has about 374,000 likes on Facebook, has a 24-Day Challenge that features a bundle of supplements to be taken during a 10-day cleanse phase to “rid your body of waste,” among other effects, and then offer “appetite control and overall wellness” during the following 14-day phase.



**Georgia**, 21 years old university student in Bournemouth, told that she does not rely on any supplement as a daily base, however, she tried bunch of detox diet programme and supplements when she needs to go out at special events or book a holiday. Despite the fact that she tried many detox methods and stuff quite a lot of time, she told us that the effect of weight loss is not very noticeable. Even more, she said she felt very bloated whenever she took the supplement and after she coming back to her normal diet, she gain weight back quicker and even more than she used to be.

Before & After Georgia  
having cleanse diet.  
Before(left) - 56kg,  
After(right) - 53kg

But James concerned many of diet products promoting through Instagram contain Stevia, a non-nutritive sweetener that research suggests may “interfere with the gut-brain axis, increase sweet cravings and appetite.” Also they said some of the products for these programs contain laxatives – clearly it does not help lose weight fundamentally.

**But then how companies can sell those products on market?**

A big reason why companies can say their products may have certain benefits lies in terms laid out by the Federal Trade Commission (FTC). Since 1994, when Congress passed the Dietary Supplement Health and Education Act, supplements—whether sold individually or bundled in weight loss packages—have been freed of regulation from the FDA.

Those rules outline what dietary supplement companies and their ambassadors may imply during marketing, but they allow companies to clarify claims with asterisks that indicate their products may not work for everyone and that they are not approved by the Food and Drug Administration (FDA).

So, it is the company’s responsibility to make sure its products are safe but could use blind point of regulation, which means you need to give extra attention when you purchase these stuff because just you see a supplement product on Instagram or Facebook and people you follow show the product on their page does not mean it is safe whatsoever.

And I just want to say – Why don’t you just eat real food rather than checking long list of ingredients you may or may not know and help to loose weight?

