

Pure and simple

Your guide to complete detoxification

By Elisabeth Garton

We live in a toxic world, and every day we are bombarded by harmful chemicals from the foods we eat, the water we drink, and the air we breathe. Although our bodies do have coping mechanisms to deal with many of the toxins that come our way, they have simply not evolved fast enough to cope with the incredible toxic stew the 21st century has produced.

The symptoms of toxicity range from low vitality and sapping energy levels, fatigue, obesity and weight gain, bloating, cellulite, skin problems, PMS, premature aging and the increased possibility of degenerative diseases. So it's important to ensure that your clients regularly re-purify. But what exactly is detox?

According to Helen Richardson at **Body Boutique**, to detox the body is to get rid of the toxins that accumulate in our bodies from food, drink and the environment on a daily basis. The toxins, whilst not necessarily harmful in small quantities, can build up over time and affect our well-being and performance, they can leave us listless and prone to illness.

Our bodies accumulate unwelcome toxins from the intake of foods that are high in fat, laden with excess sugar and salt, too much caffeine and chemicals from the air that we breathe. These are not only consumed as a direct result of what we eat and drink, but are also disguised in everyday foods such as meat, for example in cases where animals have been fed foods laden with pesticide, or even injected with oestrogens or anti-biotics.

"It is known that the average person in Britain consumes each year approximately 11lb of food additives and 1 gallon of pesticides and herbicides, which are consumed after having been sprayed onto the fruit and vegetables we eat," says Helen. "All this excess consumption puts a great strain on the body's natural system to rid it of toxins which is via the kidneys, the GI tract and the skin. This can lead to a weakened immune system, malfunctioning colon and a stressed out liver, making the body vulnerable to colds and flu, allergies, fatigue, heart conditions to name but a few.

"Once inside, toxins congregate in areas of the body called the interstitial spaces. Interstitial spaces are in-between adjacent cells, primarily they build up in the skin and subcutaneous tissue. When toxins collect in this fashion, they draw water to themselves to maintain an even osmotic pressure with the fluid inside the adjacent cells. As these accumulate, they impede the normal circulation to adjacent tissue, making it more difficult for the body's metabolism to flush these impurities from the body. In turn, this causes the contaminants to accumulate even faster.

So to detox is to assist the body's natural ability to flush out toxins. The most effective ways to detox the body is to reduce the daily intake of unhealthy foods, by changing diet and increasing the daily intake of natural fibre and water, and to exercise. If you consume excess caffeine daily, it is not recommended to cut this out completely as you will develop headaches and other unpleasant symptoms, however it is strongly advised that you either half or quarter your intake and gradually begin to wean such substances from your diet.

According to Helen, the body can naturally detox itself, and the kidneys and liver are the key organs that purify the blood by filtering out toxins, along with the GI tract and through the skin when we sweat. Urine, sweat and faeces are the primary carriers of

expelled toxins; so sweating during exercise, lots of water and roughage are the first rungs on the detox ladder.

This process can be aided both at home and in the salon, and there are various products on the market that will assist your clients in detoxifying their body, together with a healthy regime and exercise.

It is important to advise your clients that, in addition to your salon treatments, they will also need to make some small lifestyle changes in order to really get lasting results. Advise them to aid their body by cutting down on their daily intake of foods saturated in fat, sugar and salts, and reduce their alcohol and caffeine intake.

Increasing their level of daily exercise is also a big help. Make sure that they know that this doesn't mean that they have to become a regular at the local gym, but that simple changes such as walking to the local shop instead of taking the car would make a difference.

Restoring purity

There are many ways to restore your clients to the best that they can be. From in-salon treatments including wraps and massage, to take home products to prolong the good work, there is something available to please each and every visitor your salon has.

[comfort zone]'s Detoxifying Mud Therapy Treatment, which is available from **Grafton International**, is a luxurious 60-minute treatment, which balances and detoxifies the skin to accelerate the body's metabolism.

With the active use of marine sediment and essential oils to produce in-depth purification and lymphatic stimulation, it creates deep remineralisation, firmed and smoothed tissues, elevated stimulation of circulation, metabolism and lymphatic flow which will initiate a new body for a new year.

The treatment begins with a tranquillity welcome ritual, which stimulates the clients' senses and ensures complete relaxation and is followed by a full body exfoliation. Fluidifying oil is applied to drainage points near ankles, knees, groin, solar plexus, armpits, neck and spine. A moderate layer of sediment-marine detoxifying mud - a mixture of oarweed, cinnamon essential oil and marine sediment - is applied to the areas being treated and the client is wrapped securely in plastic sheeting for 20 minutes. A tranquil comfort touch face massage is meanwhile administered using powerful anti-oxidant ingredients.

After the mud has been removed either by shower or hot towels, the treatment is completed with body strategist concentrate and refiner to aid elimination of cellulite using specific massage techniques.

Alternatively, the detox and slim Fitness Wrap from **Biodroga** is an instant-action body-shaping wrap. The body silhouette looks slimmer and the contours are firmed.

In the Fitness Wrap, the principle of osmosis is employed, with the highly concentrated salt content of the Detoxifying Mud Pack being used to remove waste products from the body.

The metabolism-stimulating Algae Gel, in combination with the saturated bandages, draws off wastes produced in the body, simultaneously supplying the skin with valuable minerals and trace elements.

The effects include purification and detoxification of the tissue, whilst the skin is smoothed at problem zones, helping to prevent cellulite. Fluid accumulations are reduced, metabolic activity is increased, and microcirculation and lymph flow is stimulated. In addition, the visibility of spider veins and scars is also reduced.

GUAM's Seaweed Detox Facial takes 45 minutes to complete, and is a seaweed mud mask followed by a deeply replenishing mask.

The Seaweed mud mask is rich in minerals and vitamin A, B, C, D3, E and K, and is particularly effective on dull, tired and congested skin types. This natural product contains more than 40% green clay and 5% seaweed phyto-extracts, it is then blended with essential oils of Rosemary, Lavender, Lemon and sage to purify and brighten the complexion.

The treatment is finished off with a seaweed leaf mask containing Ginseng, Guarana, essential oils of Orange Geranium, Grapefruit and over 50,000 algae microcells to replenish and hydrate the skin. In addition, this facial goes on working after the treatment to tighten, smooth and firm the tissues.

For another detox at home, GUAM's Seaweed Algae Bath Salts allow your clients to soak in a lovely concentrated seaweed formula. It's high mineral content gives an osmosis effect, drawing out the toxins and replenishing with Alkaline, Omega 3, Essential Fatty Acids, Vitamins and Minerals.

Another option is the Matrix Modelling And Detoxing Mask from **Silhouette**, a multi-faceted mask, which revives and rejuvenates the senses of the epidermis to promote remodelled skin with diminished lines and a silky smooth texture. Ingredients such as Vitamin C remove free radicals caused by pollution, and rid impurities from the skin. In addition, the collection of active minerals helps to slow down the degradation of the skins elasticity by trapping malonaldehyde, which is responsible for the linkage of collagen molecules.

In addition, the Enzymatic Peeling Mask is a contemporary powder mask that contains Papaya and Pineapple to deliver an exceptionally efficient and smooth exfoliation. It removes the skins cornea coat, eliminates dead skin cells, and stimulates a fresh oxygenation action to the skin, leaving it smooth, fresh and brightened.

Colon Hydrotherapy treatments from **Inner Health**, used in conjunction with a sensible eating programme, provide a safe and gentle way to kick-start a new healthy regime. Colonics are a key tool in cleansing the body of toxins as the colon is one of the major elimination organs of toxic waste.

Principally, Colon Hydrotherapy helps us to eliminate built up waste from the large intestine. On average, we have 5 -20 lbs of this waste and the toxic effects on our lives can be tremendous, ranging from constipation and difficulty in losing weight to psoriasis, skin conditions and aching joints.

The West of England School of Colon Hydrotherapy is an I-ACT approved training school and uses state of the art equipment from the United States, which involves the

client inserting a pencil slim tube to introduce the warm filtered waters. This new technology now means that Colonics are a private and non-invasive experience.

Wrap Factor is a detox inch loss wrap from **Body Boutique** which is a natural and guaranteed way to achieve inch loss, detoxify the body, cleanse the skin and leave your client feeling totally rejuvenated with a smooth and silky skin texture.

The body is wrapped in bandages that have been soaked with specially formulated sea clay, which acts like a giant poultice, drawing out the toxins and impurities that live in and around the bodies fat cells. As the toxins are drawn out, the soft tissue is compressed and compacted, allowing the skin to regain elasticity by being detoxified, therefore creating a smoother and firmer muscle base over which the soft tissue lies.

Wrap Factor represents a fusion of natural ingredients: almond oil, vitamin E, fennel, juniper berry and cypress – these work in harmony with each other and with your client's body to leave you feeling refreshed, invigorated and purified.

BodyBoutique are quite often faced with questions from cautious customers who are keen to use Wrap Factor but are unsure how it works, below are some of our most frequently asked questions.

Your clients can feel cleansed inside and out with the new Citrus Detox Reviver from **Aromatherapy Associates**. This invigorating treatment is ideal for anyone feeling lacklustre and lethargic or suffering the build up effects of over indulgence. Stimulating massage and pressures to foot reflex points also encourage the elimination of toxins, making it perfect for anyone with cellulite or those following a diet or detox programme.

The body is exfoliated with finely ground olive pits to smooth and refine the skin, and Revive Detox Cellulite Gel is applied, followed by Revive Morning Body Massage Oil which combines essential oils of Rosemary, Pink Grapefruit and Juniper berry to help purify the system and stimulate the circulation.

While the body is wrapped, a sternum massage is performed to open up the chest and optimise breathing, followed by a stimulating foot massage which focuses on the digestive system, liver and kidney reflex points, to promote the release of unwanted toxins.

The wrap is gently removed and the body covered in towels. The treatment comes to an end with a series of relaxing pressures and stretches, which are applied to specific areas of the body over the towels.

In order to restore the skin to its natural radiance and beauty, **Yon-Ka** recommends a skincare routine that clarifies, decongests and revitalizes the complexion.

The first step is cleansing with a gentle cleanser such as Yon-Ka Lait Nettoyant, which will purify and refresh skin, or Gel Nettoyant to balance skin. This begins the revival of the complexion by removing surface impurities and pollutants.

The second step is balancing and hydrating. After cleansing, Yon-Ka Lotion should be gently spritzed onto the skin and massaged in. The Quintessential oils contained in Yon-Ka Lotion balance, hydrate and energize the skin, and therefore can be applied throughout the day to hydrate, restore lustre and revive foundation.

Exfoliation is the third step and must take a vital role in the purification regime. Yon-Ka Gommage 305 and 303 are non-abrasive botanical gel exfoliants with the hydrating and exfoliating properties of carob, which leaves the skin revived. Dead skin cells and impurities are gently eliminated to leave a complexion that is soft and luminous.

Step four looks after tired eyes. Encourage your clients to choose Yon-Ka Phyto Contour, which is a remarkable eye contour cream that energizes and detoxifies eyes that are fatigued. Phyto-Contour drains the eye area, reducing puffiness and counteracting dark circles.

Dead Sea mineral skin-nourishment company **Ahava UK** has launched Pure, a brand new, highly innovative spa range for home use, based on the natural ingredients of Dead Sea minerals and desert plants.

This novel and exciting spa range features fragrances of apple and mandarin-cedarwood, providing your clients with an ultra-rich sensorial experience designed to pamper, soothe and heal, whilst providing special anti-ageing benefits. The secret behind Pure is Ahava's unique Dead Sea mineral complex, which is combined with Dunalliela Seaweed, rich in Beta-Carotene and essential vitamins and antioxidants and, finally, the addition of nourishing natural oils and plant extracts.

Ahava has created the different Pure products to work in synergy, providing a complete and exclusive spa experience, with countless health-promoting benefits.

Pat Strutt of Ahava UK comments, "The new Pure range is designed for ultimate relaxation as well as therapeutic treatment. It addresses today's need for effective treatment of environmental and stress-related factors that lead to premature skin ageing, and the desire for a thoroughly relaxing, purifying experience. Pure draws on the natural goodness of pure Dead Sea ingredients but combines this with creative formulations to provide a truly compelling home-spa experience."

The new trimmendous® Detox Programme from **Cyrano Ltd** contains trimmendous® Detox Foot Patches and the trimmendous® DETOX 2 Step – 12 Day capsule programme.

Detoxifying and purifying foot patches are becoming very popular in the UK and can offer salons a great way of making extra money. Using foot patches on a regular basis offers your clients an inexpensive and convenient way of contributing to good health, through the elimination of toxins from the body. Results have shown improved blood circulation, the easing of muscle and joint pain and better sleep.

In addition, the trimmendous® Detox 2 Step – 12 Day capsules complete the new range by offering a full detox solution – both inside and out. The capsule programme takes your client through a two-step detox process. Step one contains four daytime capsules that stimulate and clean the liver and the waste management systems of the body, the kidneys and the bowels. The second step is an evening capsule that replenishes goodness, which the body has lost. These capsules contain the super food watercress.

Each box of trimmendous® Detox 2 Step – 12 Day capsules contains a free Daily Dietary Programme to enhance the detox programme and explain the ingredients and their functions.

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