



14 DAY
TRANSFORMATION



TOXIN TAKEDOWN



- BODY
- MIND
- ENVIRONMENT



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*Are you ready to clean up—
and green up?*

WELCOME!

During your 14-day transformation, you'll focus on taking down toxins.

In 1938, the Federal Food, Drug, and Cosmetic Act was signed into law. But this legislation doesn't successfully protect your health when it comes to personal care products because many of the products you use every single day contain potentially harmful ingredients. This is big business: In 2012, U.S. industries manufactured and imported 9.5 trillion pounds of chemicals!¹

Our water is polluted, our produce is doused with chemical pesticides, endocrine-disrupting chemicals are ubiquitous, and radiation from electronics is unavoidable. Today in the U.S., babies are born with hundreds of chemicals in their blood stream.² And this only scratches the surface of what we're up against.

I don't share this information to scare you or to overwhelm you.

The topic of toxins is something I care very deeply about and through my studies I've come to realize that putting your head in the sand about it doesn't make it go away. Shining a light on the many ways toxins show up in your life is the only way to start to protect yourself from their negative health effects.

Of course, you can't live in a hermetically sealed bubble! But you CAN take several steps to decrease your toxic load. In the next two weeks, we'll focus on you becoming aware of the many areas in your diet, your home—and even in your thoughts—where toxins creep in and move towards reversing this.



"A journey of a thousand miles begins with a single step."

—Lao Tzu

HOW TO USE THIS GUIDE

Consider this—and the accompanying *Toxin Takedown Resources* page—as your playbook for how to reduce exposure to harmful, hidden toxins and protect your health.

Inside, you'll find the information divided into three parts:

- Body (Food / Skin / Water)
- Mind
- Environment (Home / Yard / Devices)

NOTE: You may notice some overlap among chemicals that show up in these different parts. That's because some classes of toxins are extremely widespread. Those are the ones you'll want to learn to identify so you can keep them out of your life as much as possible.

In each area, you'll get practical tips and tactics to begin implementing into your lifestyle over the next 14 days:



AVOID. This symbol indicates chemicals, materials, and/or practices you should eliminate; these things contribute to your overall toxic body burden.



ACTION. This symbol indicates an action you can take that promotes a healthier, less-toxic lifestyle.



RESOURCES. This symbol indicates supplemental material on the Resources page. For the best results, I recommend reading both this guide and the resources in tandem.



RESULTS ARE WITHIN REACH

By committing to making the changes prescribed during your Transformation, you'll decrease the toxic burden in your body—and the burden of those who live with you. You'll learn how to eat clean foods, drink the purest water, and clean your home with simple, healthful ingredients. You'll discover new ways of thinking and new ways of interacting with your loved ones, and your environment. You will have reduced your risk of disease and replaced it with potential for living a longer, healthier life.

If that isn't worth fighting for, I don't know what is! Are you ready for a deeply cleansing experience in which you take down toxins? Let's dig in....

Go to the Toxins Takedown Resources page to take “My Toxic Body Burden,” a short quiz that will give you an idea of your toxic load. There, you'll also find a checklist that will help you conveniently track your Transformation progress.

As always, we're here with you every step of the way!

To your good—toxin-free!—health,
Karen

BODY

“The dose makes the poison.” —Paracelsus



Food

The quality of the food you eat is intimately connected to your health. It plays an essential role in your wellbeing because food creates the cells and organs in your body. And the health of your body is a direct reflection of the food you use to fuel it.

If you eat toxic foods, you can expect to have a toxic body.

FOLLOWING THE CHEM-TRAIL

Nearly two-thirds of the 3,015 produce samples tested by the U.S. Department of Agriculture in 2013 contained pesticide residues—a surprising finding in the face of soaring consumer demand for food without agricultural chemicals!

The unfortunate truth is this: Because of the food we eat, virtually all of us carry residues of toxic pesticides in our bodies' fat stores.

Most food sold on supermarket shelves is sprayed with pesticides that have been linked to endocrine disruption and neurotoxicity. And many options at the seafood counter are contaminated with mercury. Packaging for convenience-type foods may contain harmful constituents that can leech into the food you eat. You don't see warning labels on any of these foods, so the onus is on you to seek out the cleaner options.



AVOID.

- GMO foods, especially corn and soy
- Mercury, most tuna, swordfish, tilefish, king mackerel, and farmed fish^{3,4}
- Food additives, such as artificial coloring and “natural” flavorings (code for MSG)
- Endocrine disruptors (many canned food liners contain BPA)



ACTION.

- Consume organic foods and produce, using Dirty Dozen & Clean 15 guidelines
- Limit processed foods, especially frozen foods and microwave popcorn (their packaging can contain harmful synthetic chemical PFCs)
- Shop in the bulk section and store these foods in glass containers



RESOURCES.

- Aisle Intelligence (Dirty Dozen + Clean 15)
- 14-Day Meal Plan + Shopping List

CAN TOXINS BE MAKING YOU FAT?

The term “obesogen”—which simply means a chemical that alters metabolism and has been linked to obesity—was coined in 2006 by Bruce Blumberg, professor of developmental and cell biology at the University of California, Irvine. About 20 chemicals are currently believed to be obesogens, with the most common being bisphenol-A (BPA), pesticides, and phthalates.

Skin / Beauty

Your skin is the largest organ of your body and since it is porous, it absorbs many things you put on it. A study published in the American Journal of Public Health looked into the skin’s absorption rates of chemicals found in drinking water. It showed that skin absorbed an average of 64% of total contaminants.⁵ Other studies found the face to be several times more permeable than broad body surfaces and the underarm absorption rate to be 100%.⁶ Yet another study showed 100% absorption for fragrance ingredients.



Bottom line? If you can’t eat it, you probably shouldn’t put it on your body.

ECO-FOCUS: COSMETICS



WITH ANNIE LEONARD

THE UGLY TRUTH OF “TOXICS IN, TOXICS OUT”



AVOID.

- Parabens, phthalates, or retinol (or other forms of Vitamin A, because of phototoxicity)
- Nail salons, chemical hair straighteners, and aerosols
- Perfumes and fragrances



ACTION.

- Replace toxic beauty and skincare products with healthier options
- Use coconut oil as an all-natural moisturizer and use diluted essential oils for scent
- Choose deodorants that are free of aluminum⁷



RESOURCES.

- Anatomy of a Skincare Label

SAFER SUNSCREENS

Many sunscreens use chemical sun blockers such as OXYBENZONE, that can soak through skin, trigger allergic skin reactions, and may be a hormone disruptor. Sunscreens that rely on zinc oxide or titanium dioxide are the safer options. Best yet? Allow a little sun to hit a large section of your skin for an important dose of Vitamin D. Then, instead of slathering on a chemical, opt for protection via UPF clothing, sunglasses, a hat, and sunshade.



Water

All living organisms on Earth depend on water and its unique chemical and physical properties. Did you know that about 55–60% of your body is made up of water? Water is a vital nutrient to the life of every cell. And while tap water is plentiful in the U.S., it often contains unseen chemicals such as chlorine, lead, and fluoride. Tests can also turn up fecal-coliform bacteria, arsenic, nitrates, parasites, sulfates, herbicides, and pesticides!

According to the EWG’s National Drinking Water Database, there are more than 300 contaminants in our drinking water supply.⁸ The chemicals most present in the water have been linked to: DNA damage; multiple

forms of cancer; liver, kidney, reproductive, stomach, lung, and central nervous system problems; hypothyroidism; neurotoxicity; endocrine disruption; lack of oxygen in the blood; and birth defects. The importance of filtering your water cannot be understated! (See Water 101: All About Testing and Filters.)

**ECO-FOCUS:
BOTTLED
WATER**

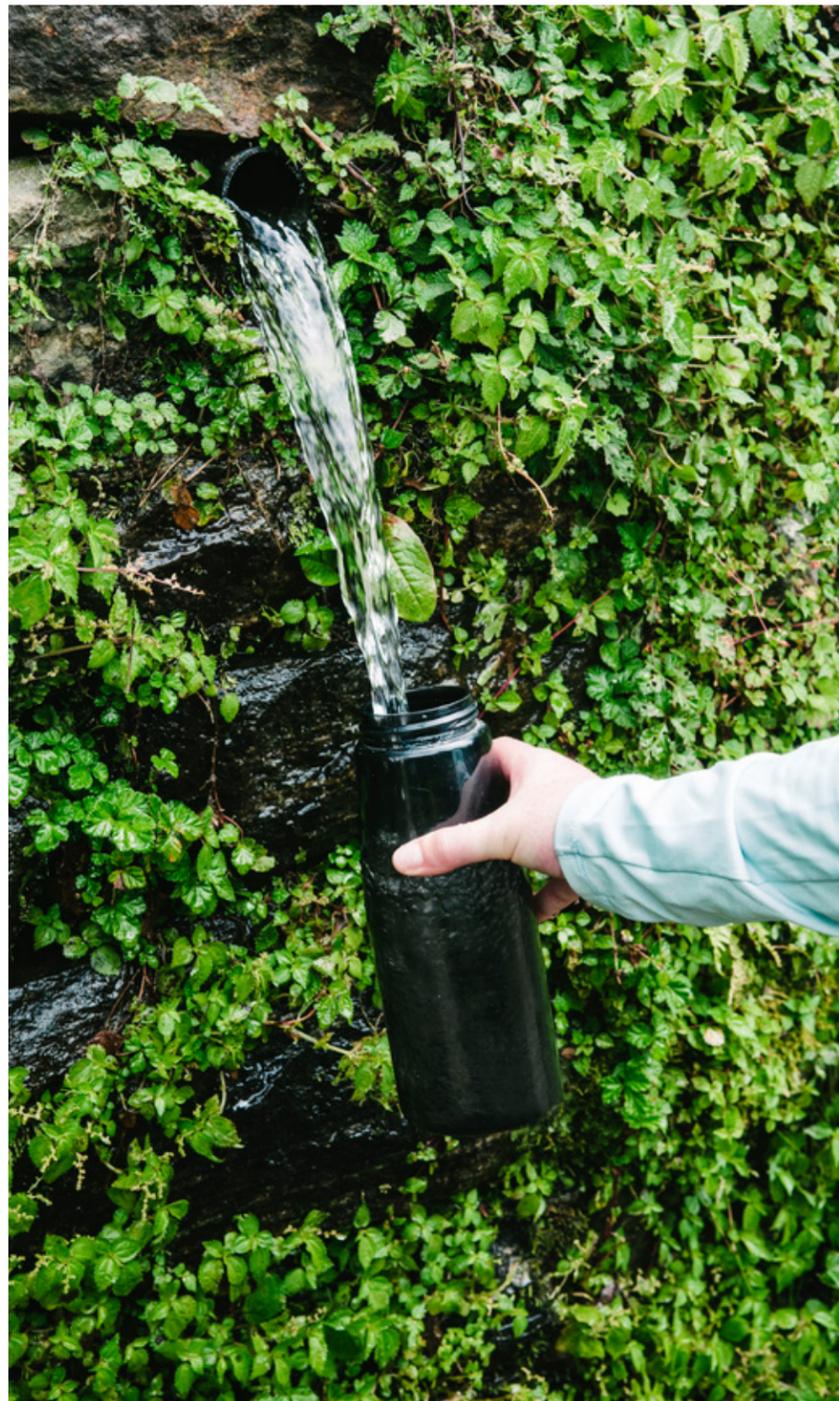
THE STORY OF
**BOTTLED
WATER**
WITH ANNIE LEONARD

WATER, DEFINED

Spring Water — Also called artesian water, ground water, or well water, the EPA defines spring water as that which comes from an underground aquifer. You'll often find springs along the sides of hills and some believe the natural filtration process produces better-tasting water because it's rich in minerals. A lot of bottled water is marketed as spring water, but, according to an EWG report, the source of that water is often undisclosed.⁹

Purified Water — This water can come from any source, but it has had all of its chemicals or contaminants removed. Purification can be done via distillation, deionization, reverse osmosis, or carbon filtration. Potentially harmful chemicals are taken but beneficial minerals are taken out as well.

Distilled Water — A type of purified water favored by many doctors and health professionals, including The Mayo Clinic, this water undergoes a process of distillation to strip it of contaminants and natural minerals. This entails boiling the water, capturing the steam, and condensing it back to H₂O. Distilled water contains no bacteria and only a very minute amount of contaminants. (CONTINUED)



Distilled Water (CONTINUED)

Some claim it's unhealthy to eliminate all of the minerals from your water, but according to the *American Medical Journal*, you absorb minerals from your food, not your water, so this is basically a moot point. Distilled water also has a neutral Ph. The high level of purity makes distilled water ideal for use in small appliances (i.e: tea kettles), because it doesn't create the mineral buildup that you can get when you use tap water.



AVOID.

- Hard, plastic water bottles (BPA)
- Bottled water, especially if it's been sitting in the hot sun
- Unfiltered tap water



ACTION.

- Use a glass or stainless steel water bottle
- Get your tap water tested
- Drink filtered warm water with lemon in the a.m. to flush toxins from your system
- Use a pitcher filter, install a kitchen sink filter, or install a whole-home filter



RESOURCES.

- Water 101: All About Testing and Filters

MIND

“Change your thoughts and you change your world.” —Norman Vincent Peale

Mind

Did you know the average person has more than 30,000 thoughts a day? If many of your thoughts are uncontrolled, fearful, or tend towards the negative, you can actually create the conditions in your body for illness.

Research shows that fear alone triggers more than 1,400 known physical and chemical responses and activates more than 30 different hormones.

Medical research increasingly points to the fact that thinking and consciously controlling your thoughts is one of the best ways—if not THE best way—of detoxing your brain. It allows you to get rid of those toxic thoughts and emotions that can consume and control your mind.





AVOID.

- Complaining
- Negative people
- Self-defeating internal dialogue



ACTION.

- Live in the moment instead of dwelling on the past or worrying about the future
- Seek out—and spend time with—positive people
- Meditate for 5 minutes daily, focusing on your breath: 5 counts in; 10 counts out



RESOURCES.

- Thoughts Detox



ENVIRONMENT

“In our every deliberation, we must consider the impact of our decisions on the next seven generations.” –Iriquois Confederacy



Home

When it comes to your home, toxins lurk almost everywhere—from your carpet and floor to your furniture, cookware, storage containers, and even clothes.

And it may feel impossible to defend yourself against the barrage of chemicals found where you live, but there ARE several things you can do to regularly maintain your home so that you minimize your toxins exposure. Also, with some simple swaps (i.e.: opening a window instead of spraying a synthetic air freshener), and bright additions (i.e.: adding plants as a natural air filter), your home can easily become a cleaner all-natural oasis.



AVOID.

- Oven cleaners and self-cleaning your oven
- Plastic (BPA) containers
- Non-stick or Teflon pans (PFCs)
- Air fresheners and fabric softeners



ACTION.

- Use all-natural cleaners (see “Cleaner Cleaners”)
- Fill your space with houseplants (they’re air filters!)
- Remove shoes before entering your home; dust / vacuum often
- Stock your kitchen with cast iron and glass
- Open your windows to let fresh air circulate
- Choose low-VOC paint and furnishings that don’t off-gas



RESOURCES.

- Cleaner Cleaners

Yard

There are multiple areas to consider when it comes to toxins in your yard:

What do you use to fertilize your grass?

When applying fertilizer, it's easy to apply too much. Excess fertilizer can result in runoff, contaminating drinking water and harming aquatic life. It can also leach into groundwater. A natural way of adding organic matter and increasing soil fertility is to never mow more than one-third of the total length of your grass, and leave the clippings on the lawn.

What kinds of pesticides do you use to keep bugs away?

Most pesticides act as neurotoxins on bugs. When your kids or your dog plays on a pesticide-treated lawn, they're going to touch, breathe, and maybe swallow some of these chemicals! Pesticides have been shown to increase the risks of asthma and cancer in children. One study showed that chronic exposure to pesticides can damage children's lung function by about as much as secondhand cigarette smoke does!¹⁰ Pesticides can also be tracked inside your home. Natural pesticides can sometimes be as toxic as synthetic pesticides, so it's wise to avoid them altogether.

Do you do a lot of grilling?

Cooking meat on the grill poses multiple health threats. The char, contains cancer-causing compounds called heterocyclic amines (HCAs) that form when meat and high heat are combined to create a blackened crust. And the smoke, contains polycyclic aromatic hydrocarbons (PAHs), toxic chemicals that can damage your lungs.^{11, 12} This is released in smoke when fat from the meat drips onto the coals.



AVOID.

- Scott and other commercial brand fertilizers and pesticides
- Barbeque smoke
- Idling the car engine



ACTION.

- Plant an organic kitchen garden or plant vegetables in containers
- Set up a compost bin to build your own healthy, organic soil
- Precook meat before grilling it, or stick to grilling veggies only

GET YOUR HANDS DIRTY!

Researchers have found that bacterium in the soil—namely a strain called *Mycobacterium vaccae*—has been found to trigger the release of serotonin.¹³ Serotonin is the feel-good neurotransmitter that helps elevate mood and decreases anxiety. In addition, this bacterium has been found to improve cognitive function and possibly even treat cancer and other diseases! The bottom line? Ditch your gardening gloves because contact with soil, through gardening or other means is beneficial for your health.



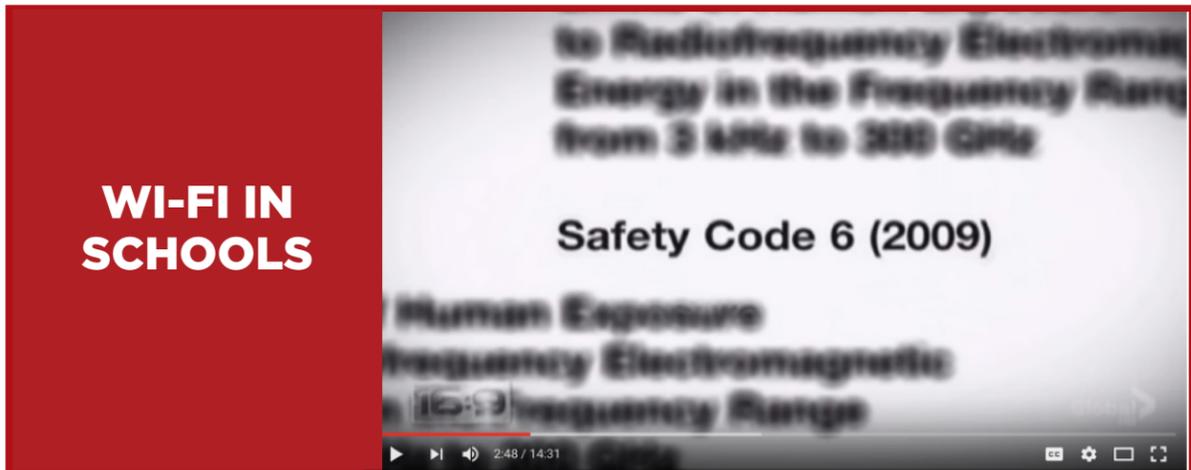


Devices

Electromagnetic fields (EMFs) are associated with the generation and transmission of electricity. Cell phones, laptops (connected to wi-fi), and any other devices in your home that pull electricity emit EMFs.

According to Andrew Weil, M.D., “[EMFs]... may be the most significant form of pollution human activity has produced this century, all the more dangerous because it is invisible and insensible.” Because it is invisible and hard to sense, it’s also hard to study and link conclusively to diseases.

Fortunately, the World Health Organization (WHO) is undertaking a coordinated effort to seriously study the long-term effects of EMFs on health and wellness through The International EMF Project.¹⁴ A WHO fact sheet states that the EMFs produced by mobile phones are classified by the International Agency for Research on Cancer as possibly carcinogenic to humans.¹⁵ Studies on the link to brain cancer and other diseases are ongoing to more fully assess potential long-term effects of mobile phone use. But in the interim, it’s best to minimize exposure whenever possible, especially in children whose brains are still developing and whose bodies absorb more EMFs.



AVOID.

- Putting your mobile phone close to your head
- Wi-fi (whenever possible); routers in your bedroom
- Screen-time and bright lights before bed



ACTION.

- Use your mobile phone’s hands-free options (earpiece, speaker phone, etc.)
- Text instead of talk on your mobile phone
- Use software such as F.lux (<https://justgetflux.com/>) to reduce blue light on screens at night
- Keep mobile phones, laptops, tablets, baby monitors, and clock radios at least an arm’s length away from you when sleeping

WHAT’S BLUE LIGHT AND WHY YOU SHOULD CARE?

Blue light, whether it’s emitted from the sun or a laptop, inhibits melatonin production, which in turn scrambles your body’s signal that it’s time to go to sleep. Therefore, exposure to blue light around bedtime can reduce the quantity—and the quality—of your sleep. Studies have linked melatonin suppression in the evening to metabolic syndrome and obesity.¹⁶ It has also been tied to cancer and depression. If you can’t avoid it altogether, taking steps to limit blue light before bed such as installing blocking software on your computer, turning off lights, and sleeping with a mask can help mitigate the negative effects.

REFERENCES

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