

THE BODY'S NATURAL

Detoxification Process

IDENTIFY



TARGET



REMOVE



Exposure to Toxins

ENDOGENOUS (Inside the Body)



- Carbon Dioxide
- Ammonia
- Free Radicals

EXOGENOUS (Outside the Body)



Environment

- Air & Water Pollutants
- Cigarette Smoke
- Dyes & Paints



At Home

- Cleaning Products
- Insecticides & Pesticides
- Dyes & Paints
- Personal Care Products



In Our Food

- Heavy Metals
- Preservatives & Additives

Science of Detox

BIOACTIVATION

- Converts toxins into reactive intermediate substances, with free radical production as a side effect

CONJUGATION

- Conjugation of reactive intermediate substances produced in phase I bioactivation
- Conversion into non-toxic, water-soluble molecules

TRANSPORT (aka Elimination)

- Transmembrane proteins transport the converted substrate from phase II conjugation out of the cell
- Elimination can occur through the kidneys via urine or bile via feces

Detoxification reduces toxic burden and supports overall health and longevity by identifying, targeting, and removing toxins from the body.