

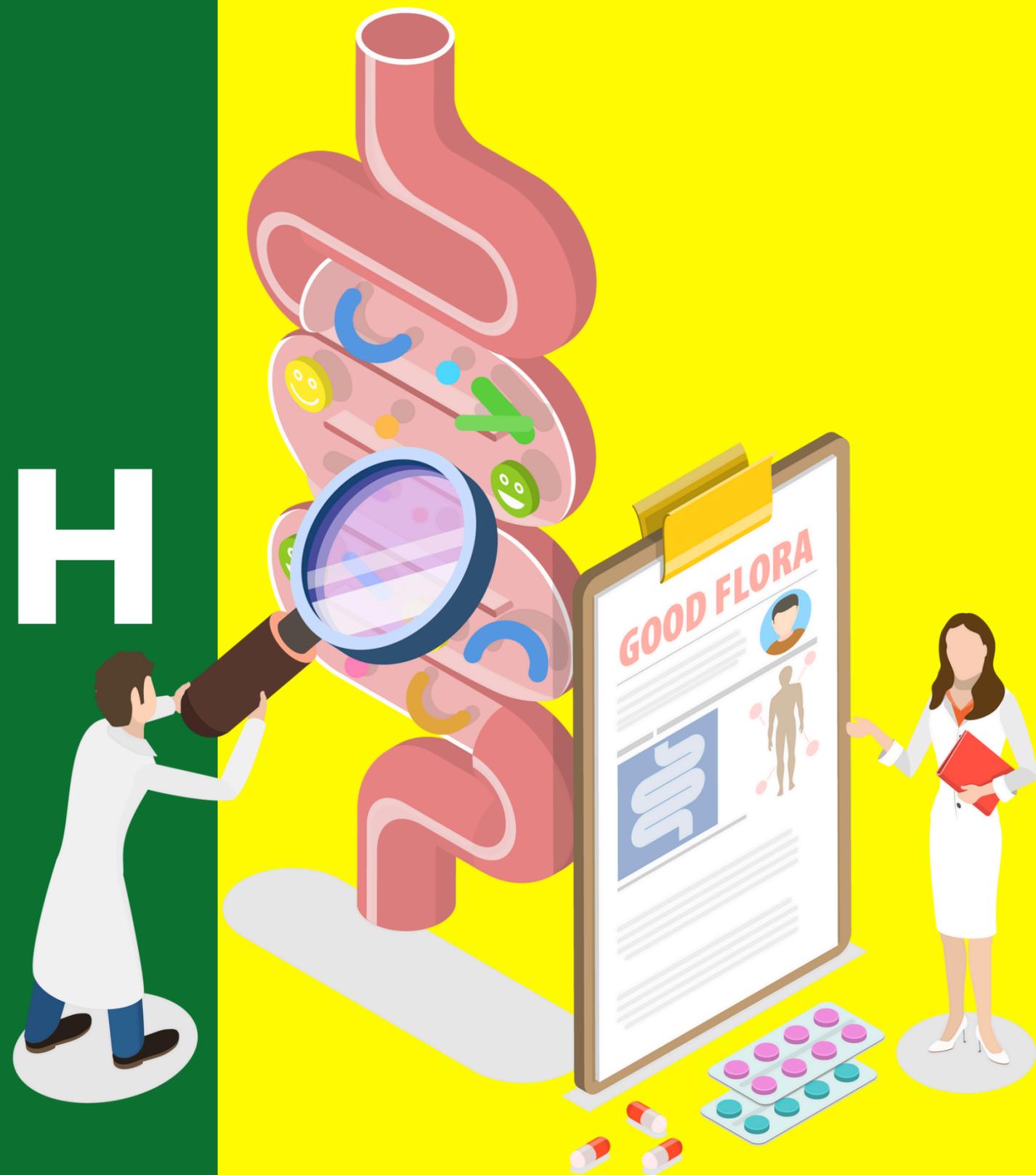


# PROCLEANSE

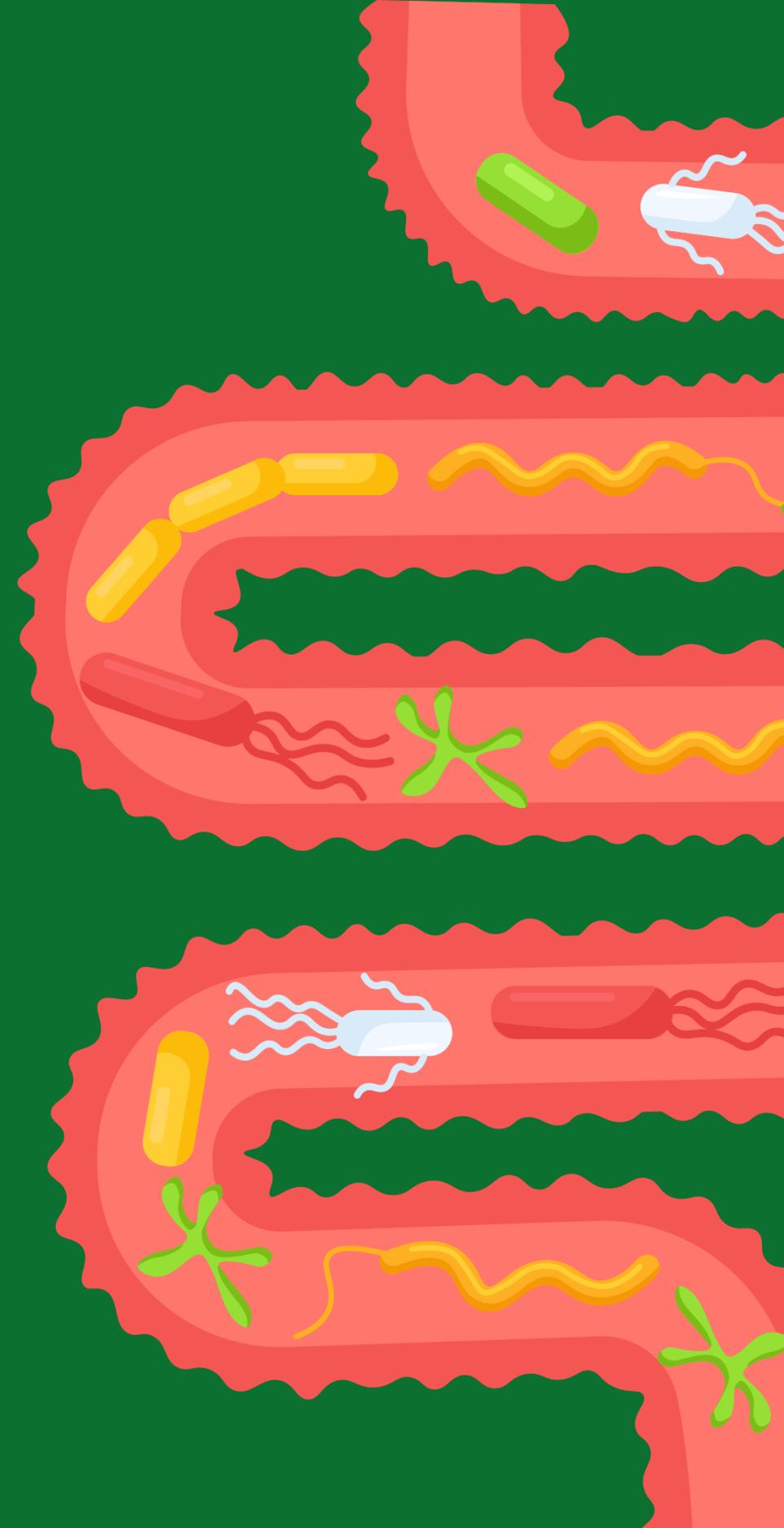
## CLEANSE NATURALLY

LET'S TALK

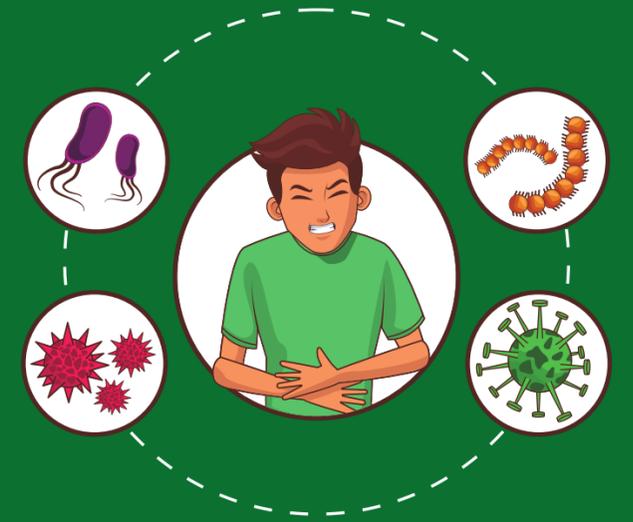
# GUT HEALTH



**DID YOU KNOW YOUR GUT  
IMPACTS WHOLE BODY  
HEALTH?**



# 6 REASONS YOU SHOULD LISTEN TO YOUR GUT:

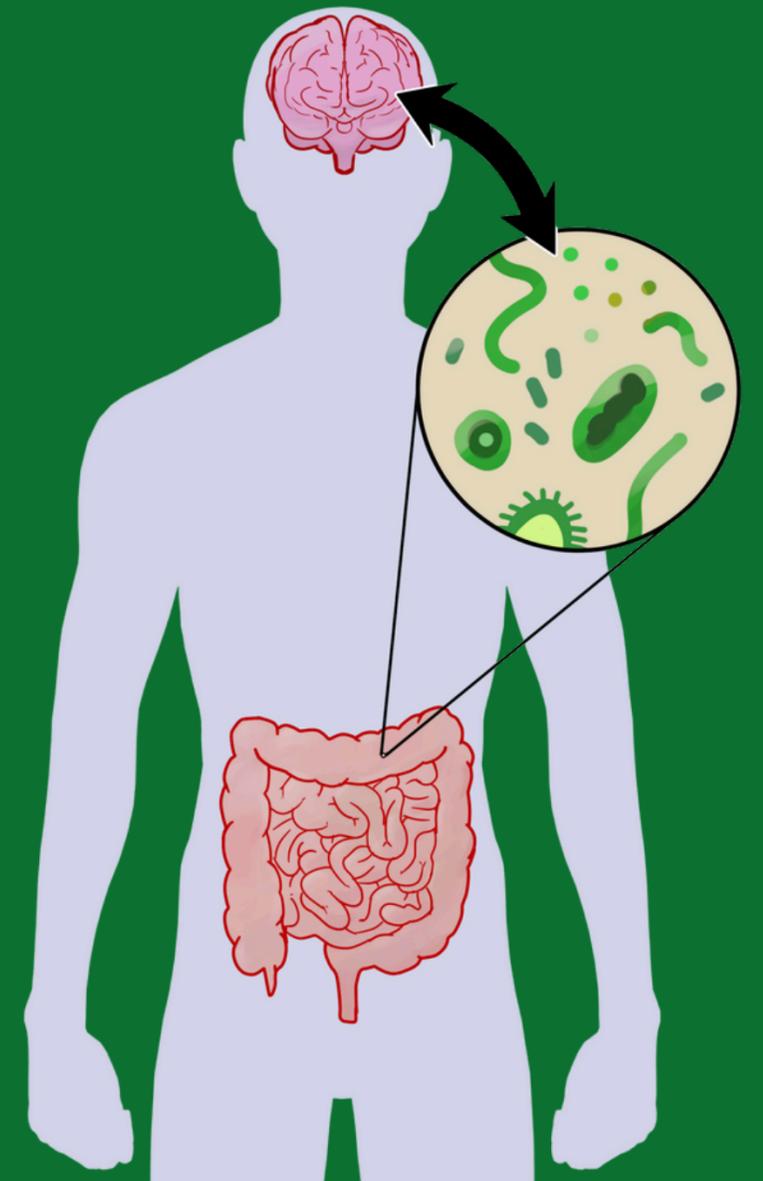


- **Aches and Pains:** Poor gut health is associated with minor, but unpleasant effects on the body. Abdominal pain, bloating, acid reflux and flatulence are possible effects, as are headaches, fatigue and joint pain.
- **Activates the Immune System & Creates a Protective Barrier:** Good bacteria in the gut – also called beneficial gut flora – strengthen the gut wall, which protects the rest of the body from potential pathogens by acting as a layer of cells and chemical barriers. Gut flora activate immune functions in the cells, thereby ensuring that physical barriers to infection are in place. Furthermore, flora affect the pH of the gut, keeping it relatively acidic and therefore hostile to invading bacteria.
- **Good Bacteria Regulates Inflammation:** The bacteria in your gut either activate or suppress inflammation as a means of regulating the immune system. Some of this is gut wall-related: when the wall is compromised, potential pathogens can enter the blood stream, which consequently activates inflammation. Inflammation – the go-to response of the gut’s immune system to imbalance it and generally contributes to poor health.
- **Digest Better:** A diverse composition of bacteria can strengthen and improve your digestion. Different types of bacteria have different functions that can help metabolize different, specific nutrients and gut health can therefore affect the ability of your body to absorb vitamins and minerals. Good bacteria can also keep yeasts and other fermentation at bay and prevent an overgrowth of fungus and other pathogens that can activate – you guessed it – inflammation.

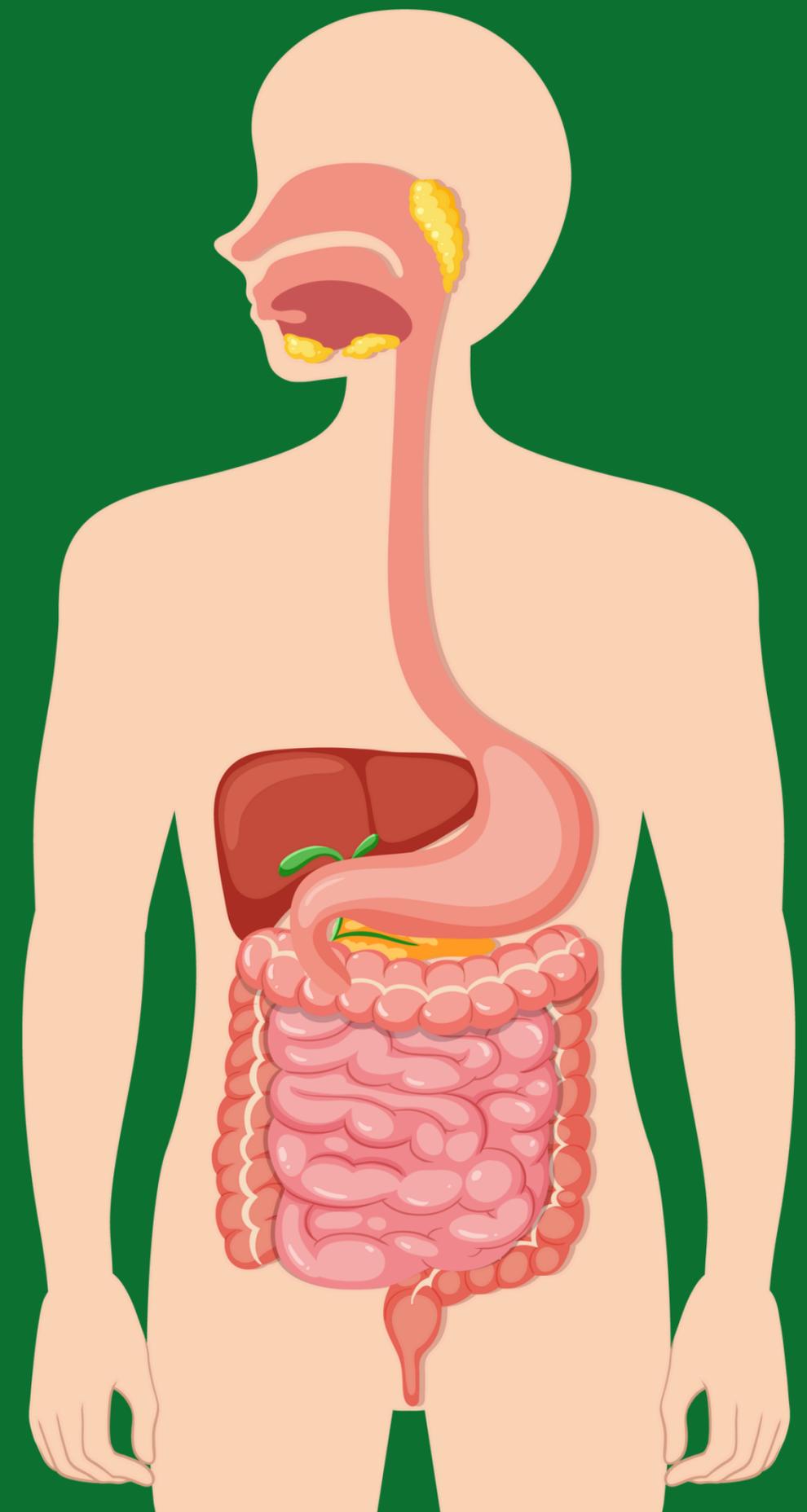
- **Your Gut Is Central to Your Nervous System:** There are approximately 100 million nerve cells lining your gastrointestinal tract, making up the Enteric Nervous System (ENS) and primarily governing digestion. The nerves in your gut communicate with the brain in your central nervous system, relaying the health of the gut and immune system. The ENS can also produce neurochemicals, like dopamine and serotonin, which can impact mood and mental health. New research suggests there could be a link to memory and thinking skills. In fact, the ENS is so significant that many physicians refer to the gut as a second brain.
- **Your Gut Really Does Have Feelings:** Gut feelings are totally real. In addition to dopamine and serotonin – 90 percent of which is produced in the gut – the gut releases other major neurotransmitters that are usually associated with the brain, such as glutamate, norepinephrine, nitric oxide and enkephalins, the body's natural opiates.

HAPPY GUT  
HAPPY YOU

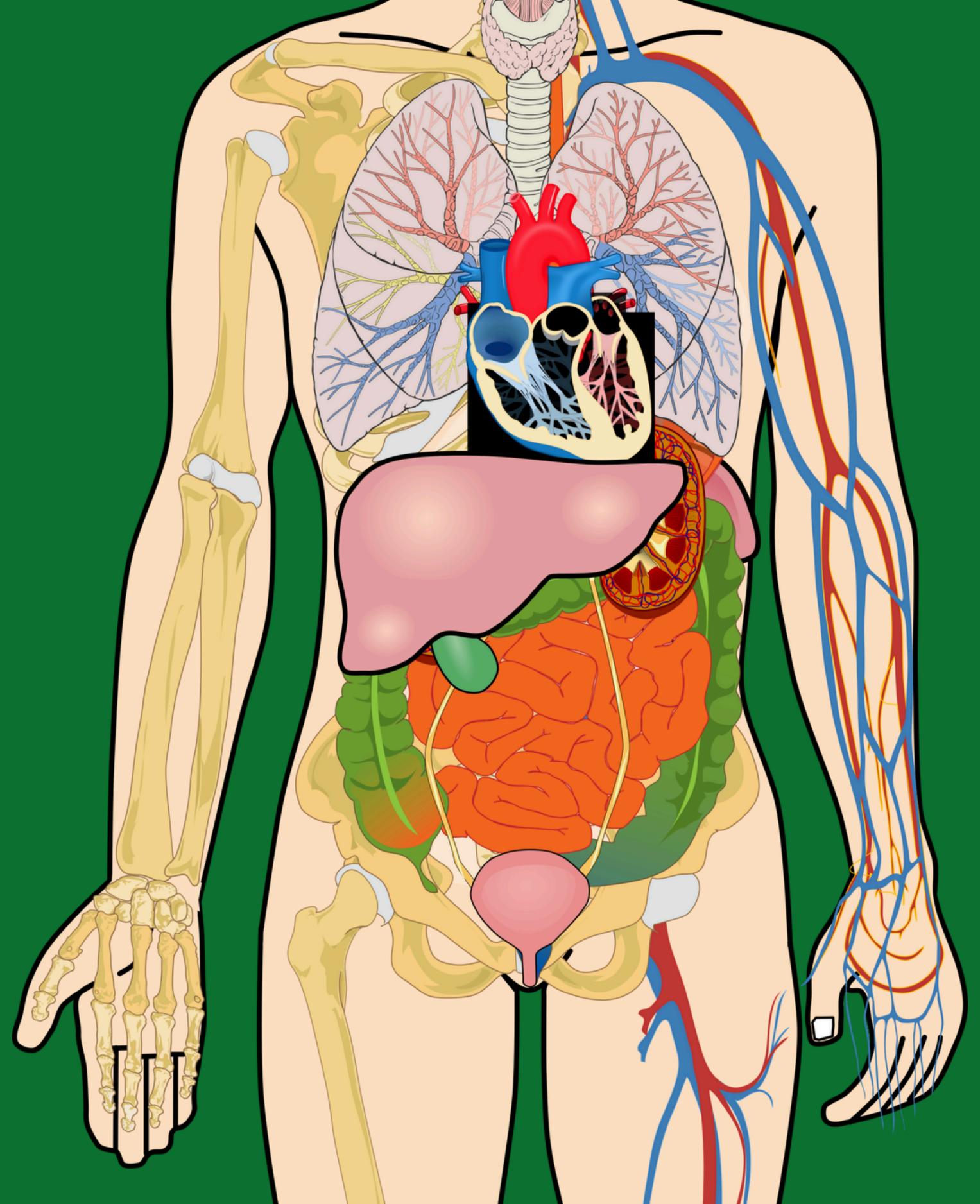
HEALTHY GUT  
HEALTHY YOU



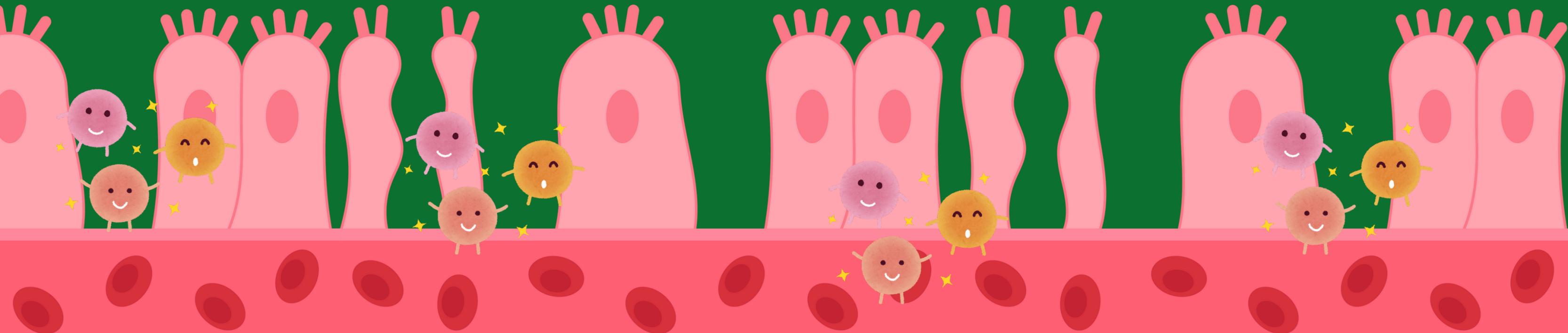
**TO FURTHER UNDERSTAND THE  
IMPACT OF GUT HEALTH, IT'S  
IMPORTANT TO UNDERSTAND  
HOW THE GUT WORKS.**



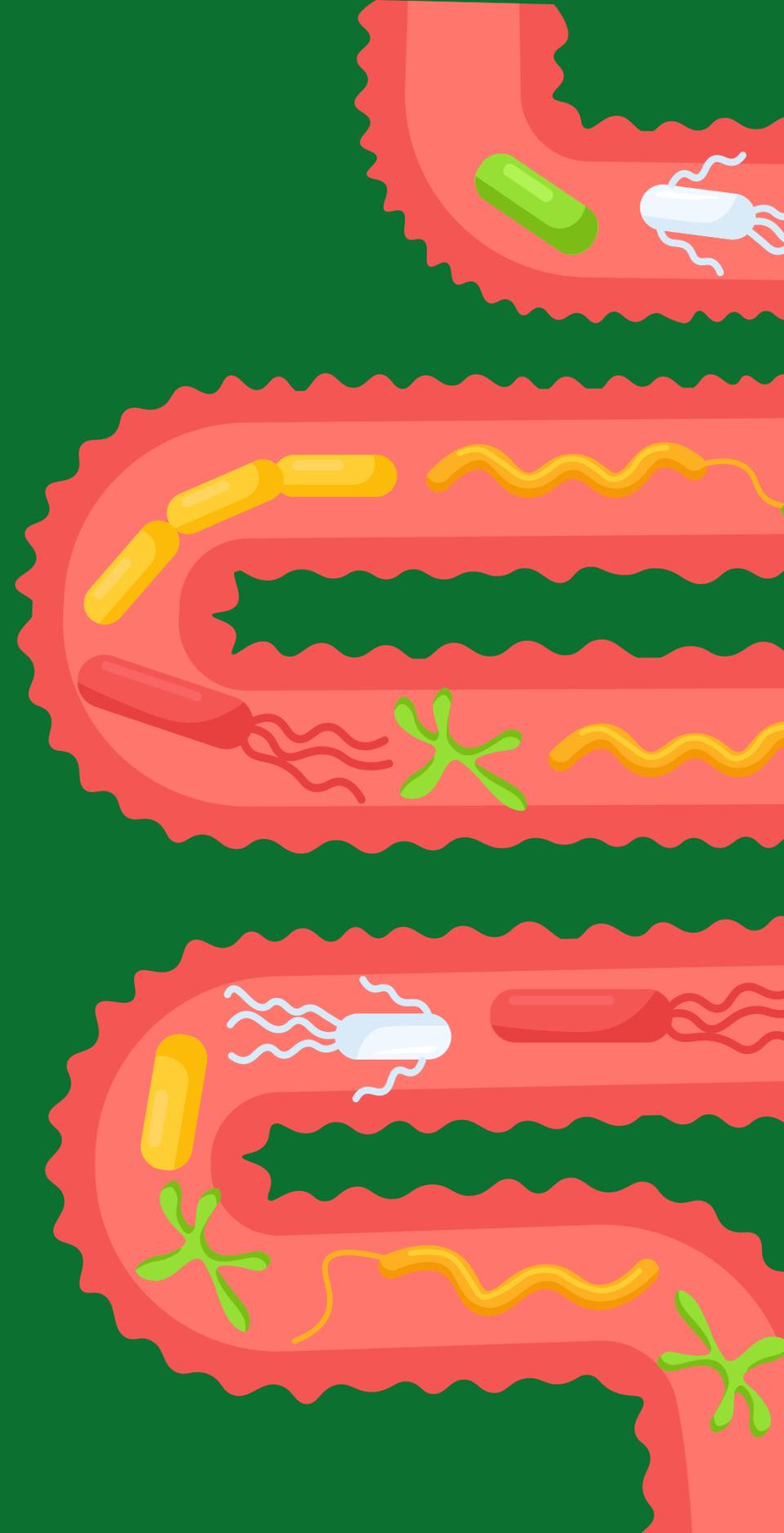
**WHEN YOUR GI TRACT DIGESTS FOOD, IT BREAKS IT DOWN TO THE MOST BASIC PARTS AND THE VALUABLE NUTRIENTS ARE ABSORBED THROUGH THE WALL OF THE GUT TO BE TRANSPORTED THROUGH THE BLOODSTREAM.**



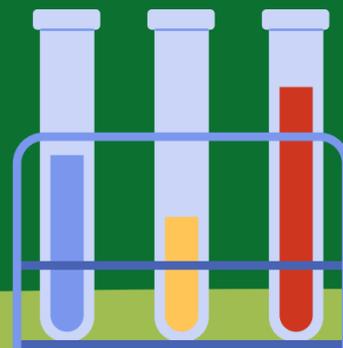
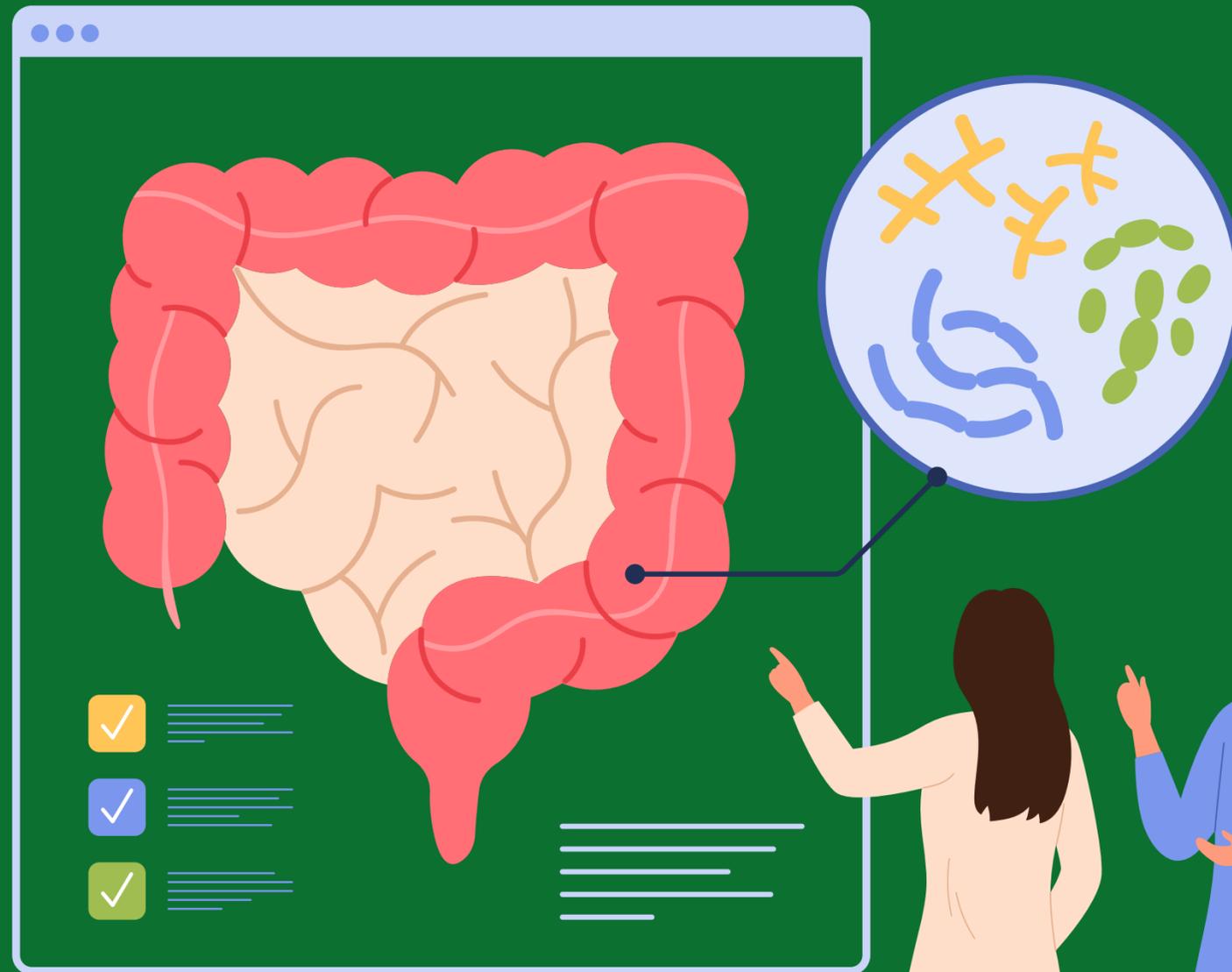
**TO REGULATE THIS PROCESS, THE GUT USES NERVES, BACTERIA AND HORMONES. THE BACTERIA ARE OF PARTICULAR SIGNIFICANCE – ESPECIALLY BECAUSE BACTERIA TEND TO GET A BAD RAP. BACTERIA FORM A MUCOSAL LAYER THAT STRENGTHENS THE GUT WALL AND GOOD DIGESTIVE HEALTH IS THE RESULT OF A BALANCE OF GOOD AND BAD BACTERIA.**



**DID YOU KNOW THAT IN  
ORDER TO HAVE A HEALTHY  
GUT, YOU MUST HAVE A  
HEALTHY **GUT MICROBIOME?****



**A HEALTHY GUT MICROBIOME,** OR GUT FLORA, IS MADE UP OF BACTERIA, FUNGI, AND VIRUSES THAT LIVE IN THE DIGESTIVE TRACT AND BREAK DOWN FOOD INTO NUTRIENTS. THIS MICROBIOME ALSO CONTAINS "GOOD" BACTERIA THAT HELP KEEP "BAD" BACTERIA IN CHECK. A HEALTHY GUT MICROBIOME HAS A HIGH LEVEL OF DIVERSITY IN GUT BACTERIA, WHERE DIFFERENT TYPES OF MICROORGANISMS SUPPORT EACH OTHER.



# WHAT ARE SOME THINGS THAT LEAD TO POOR GUT HEALTH?

1. NOT EATING A DIVERSE RANGE OF FOODS
2. LACK OF PREBIOTICS IN THE DIET
3. DRINKING ALCOHOL
4. LACK OF REGULAR PHYSICAL ACTIVITY
5. CIGARETTE SMOKING
6. NOT GETTING ENOUGH SLEEP
7. TOO MUCH STRESS
8. ANTIBIOTIC USE

- DID YOU KNOW: IN 2018, THE GLOBAL CONSUMPTION RATE OF ANTIBIOTICS WAS 40.2 BILLION DEFINED DAILY DOSES (DDD) PER 1,000 PEOPLE, WHICH IS A 46% INCREASE FROM 9.8 DDD PER 1,000 PEOPLE IN 2000. THE GLOBAL ANTIBIOTICS MARKET IS ESTIMATED TO GROW FROM \$43 BILLION IN 2022 TO \$71.05 BILLION BY 2032, WITH A COMPOUND ANNUAL GROWTH RATE (CAGR) OF AROUND 5.20% FROM 2023 TO 2032.- NIH/PUBMED (FACT: ANTIBIOTICS CAN HARM TRUSTED SOURCE HEALTHY GUT BACTERIA BECAUSE THEY DO NOT DISCRIMINATE BETWEEN THE "GOOD" AND "BAD" SPECIES.- MEDICAL NEWS TODAY)



**THE WORLD IS CATCHING ON TO THE  
IMPORTANCE OF A HEALTHY GUT!**

**THE DIGESTIVE HEALTH  
MARKET WAS VALUED  
AT \$49.46 BILLION IN  
2022 AND IS PROJECTED  
TO REACH \$94.41  
BILLION BY 2030.**





**THE WORLD IS LOOKING  
FOR AN ANSWER AND  
WE HAVE THE  
SOLUTION!**



**KICKSTART YOUR JOURNEY  
TO OPTIMUM HEALTH**



# PROCLEANSE

A gentle and effective way to move things through and clean out substances in the digestive system.

**ProCleanse™** is an exclusive, proprietary blend of proven ingredients designed to help **cleanse the gastrointestinal tract, ease the elimination of toxins, remove unwanted microbes and wastes, promote healthy weight loss and regularity, and more!**

# NATURAL & HOLISTIC APPROACH

ProCleanse™ takes a gentle, holistic approach to detoxification and digestive health. It's ideal for those looking to support their body's natural cleansing processes without harsh ingredients.



# Supplement Facts

Serving Size: 2 Capsules Servings per Container: 30

	Amount Per Serving	% Daily Value
Vitamin C (as ascorbic acid)	150 mg	167%
Magnesium (as magnesium hydroxide)	380mg	90%
Sodium	50 mg	2%
Selenium	50 mcg	91%
Sodium Bicarbonate	190mg	**
<b>Citrus Bioflavonoids Blend</b>	100mg	**
Hesperidin (from orange), Orange Peel Powder, Lemon Peel Powder, Quince Fruit Powder		
<b>Proprietary Blend</b>	180mg	**
Papaya Enzyme, White Chia Seed Powder, Aloe Vera, Chicory Root, Cranberry Extract, Buckthorn Bark ( <i>Rhamnus frangula bark</i> )		

\*\*% Daily Value (DV) not established

Other Ingredients: Hypromellose (vegetarian capsule), and rice flour.

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1-866-822-5559



# VITAMIN C

**Vitamin C** (ascorbic acid) is a particularly interesting micronutrient which has known beneficial health effects. Vitamin C is proficiently absorbed in the proximal small intestine, as is generally the case with vitamins. The direct effect of vitamin C on the intestinal redox balance presumably plays an important gut microbiota-modulating role. Vitamin C can manipulate the gut microbiota composition, leading to shifts of bacterial populations in the gut.

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# MAGNESIUM HYDROXIDE

**Magnesium Hydroxide** is a laxative (osmotic-type) that is thought to work by drawing water into the intestines, an effect that helps to **cause movement of the intestines**. It is also used to treat symptoms caused by too much stomach acid such as heartburn, upset stomach, or indigestion. It is an antacid that works by lowering the amount of acid in the stomach.

**How Does this work?** Magnesium oxide ( $MgO$ ) is converted into magnesium chloride ( $MgCl_2$ ) under acidic conditions in the stomach. Thereafter,  $MgCl_2$  is converted to magnesium bicarbonate  $Mg(HCO_3)_2$  by sodium hydrogen carbonate ( $NaHCO_3$ ) from pancreatic secretion in the duodenum, and finally becomes magnesium carbonate ( $MgCO_3$ ) (Figure 1).  $Mg(HCO_3)_2$  and  $MgCO_3$  increase the osmotic pressure of the intestinal lumen fluid, thereby promoting the transfer of water to the intestinal lumen and increasing the water content and volume of the stool. In addition, the swollen stool stimulates the intestinal wall and intestinal propulsive motor activity.

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MADE IN USA

# SODIUM & SODIUM BICARBONATE

**Sodium** is important for the gut, helping with nutrient absorption. Sodium helps the small intestine absorb chloride, glucose, amino acids, and water.

**Sodium Bicarbonate's** ability to neutralize acid helps treat conditions related to high acidity in bodily fluids, such as indigestion, which is caused by too much acid in the stomach.

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# SELENIUM

**Selenium** is essential for the maintenance of the immune system, conversion of thyroid hormones, protection against the harmful action of heavy metals and xenobiotics.

Selenium is able to **balance the microbial flora** avoiding health damage associated with dysbiosis. Experimental studies have shown that inorganic and organic selenocompounds are metabolized to selenomethionine and incorporated by bacteria from the gut microflora, therefore highlighting their role in improving the bioavailability of selenocompounds. Dietary selenium can affect the gut microbial colonization, which in turn influences the host's selenium status and expression of selenoproteoma. Selenium deficiency may result in a phenotype of gut microbiota that is more susceptible to a variety of health complications.

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# CITRUS BIOFLAVONOIDS BLEND (1 OF 2)

**Hesperidin:** Hesperidin, a flavonoid found in citrus fruits and orange peels, may improve gut health and protect against digestive diseases. Hesperidin can increase intestinal IgA at lower doses than required to induce the **prebiotic effect**, which may help maintain gut homeostasis.

**Orange Peel Powder:** Gannan navel orange belonging to the genus Citrus, are good sources of phenolic compounds, which are mainly concentrated in the peel. Navel orange citrus peel powder **modulates the composition of the intestinal flora**, such as increasing the relative abundance of phylum Firmicutes, genus Faecalibaculum, genus Lactobacillus, genus Dubosiella, and genus Lachnospiraceae\_NK4A136\_group and decreasing the relative abundance of phylum Bacteroidota, genus Helicobacter, and genus Bacteroides.

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# CITRUS BIOFLAVONOIDS BLEND (2 OF 2)

**Lemon Peel Powder:** Lemon peel is **high in fiber and pectin**, which can help with digestion, gas, heartburn, diarrhea, and constipation. Fiber also helps lower inflammation and regulate metabolism. Lemon peel also contains prebiotics, which promote the growth of beneficial gut bacteria that produce short-chain fatty acids (SCFAs) that may have health benefits such as: Regulating the immune system, Supporting heart health, Improving mental health, and Regulating blood sugar and metabolism.

**Quince Fruit Powder:** Quince fruit is known for its **high fiber content**, which can promote digestive health by preventing constipation and promoting regular bowel movements. In addition to these benefits, quince fruit is believed to have anti-inflammatory and antibacterial properties, which can help support a healthy immune system and fight off infections.

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# PROPRIETARY BLEND (PG 1 OF 4)

**Papaya Enzyme:** Papaya (*Carica papaya* L.) is used as a natural remedy in abnormal digestion in tropical and industrialized countries. The papaya contributes to the maintenance of digestive tract physiology. Papaya contains papain, a natural digestive enzyme that **can help you better digest food and absorb the nutrients from that food**. Specifically, papain helps break down proteins in the food you eat.

**White Chia Seed Powder:** Chia seeds contain essential substances including high fiber, protein, and omega-3 fatty acids. Chia seeds carry 40% fiber that **brings them to the top of the list in providing more fiber**.

(SEE NEXT SLIDE FOR MORE DETAILS ON CHIA SEEDS)

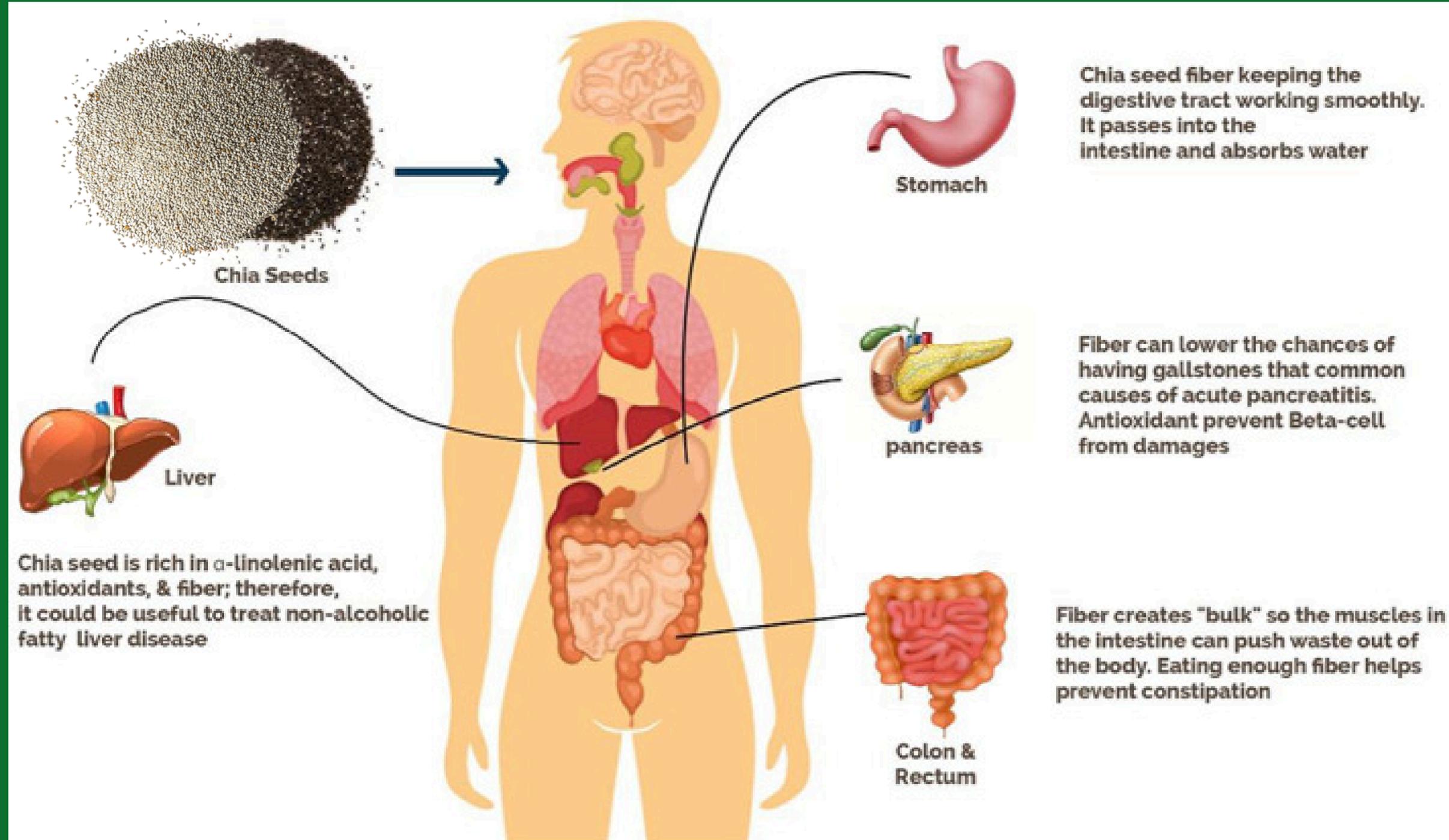
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# PROPRIETARY BLEND (PG 2 OF 4)

WHITE



BLACK



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# PROPRIETARY BLEND (PG 3 OF 4)

**Aloe Vera:** Aloe vera preparations are widely promoted for the treatment of gastrointestinal disorders. It is a powerful healing agent for your gut. Aloe vera juice has been in use for decades to relieve stomach pain and gut inflammation, and its cooling effect can cool down your disturbed gut and comfort you while providing energy.

**Chicory Root:** Chicory root contains inulin, a prebiotic fiber that feeds good bacteria in your gut, which can help with digestion, constipation, and weight loss. Inulin can also help control cholesterol and blood sugar levels, and may improve nutrient absorption. Chicory root also contains vitamins, minerals, and antioxidants.

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# PROPRIETARY BLEND (PG 4 OF 4)

**Cranberry Extract:** Cranberries have unique A-type proanthocyanidins (PACs), which help decrease bacterial adhesion to **maintain healthy gut bacteria** and help prevent H. pylori. Acting in high concentrations within the gastrointestinal lumen, these cranberry compounds may act to quench reactive oxygen species, modulate inflammatory pathways, adhere to carbohydrates and proteins on bacterial surfaces, exert prebiotic effects, and alter the dynamic cross-talk between intestinal epithelial cells and the gut microbiota.

**Buckhorn Bark:** Acting in high concentrations within the gastrointestinal lumen, these cranberry compounds may act to quench reactive oxygen species, modulate inflammatory pathways, adhere to carbohydrates and proteins on bacterial surfaces, exert **prebiotic** effects, and alter the dynamic cross-talk between intestinal epithelial cells and the gut microbiota.

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TAKE ADVANTAGE  
OF THIS **POWERFUL**  
PRODUCT TO TAKE  
YOUR HEALTH TO  
THE NEXT LEVEL.

**TRY IT TODAY!**