

# DDSB Juicing Seminar

## Introduction

-good morning. My name is Ron Lagerquist and I'm nuts about juicing

-My goal this morning is to pack as much juicing information as I can into one hour.

-I have taken and the best information from what is normally a three-day fasting and juicing seminar compressed into one-hour crash course on juicing.

Over the next hour we are going to cover:

-my personal story of going from sickness to health

-then I want to quickly talking about juice fasting. Even more than juicing, juice fasting is really what I am passionate about because of fasting's weight loss, healing and detox potential.

-from there we are going to answer the questions, why you should start juicing, how to pick the right kind of juicer and about picking the right kinds of produce. Finally, I am going to do a live demonstration of how to juice and you are going to have an opportunity to taste my personal favorite fruit and veggie juice.

-Your questions are important to me so please just raise your hand and ask away. Speak loudly because we will be publishing this presentation for YouTube which will be a resource to you. Also, on your Resource handout, there is a link to a web page that I have published on my website, so you will have access to all of my presentation notes for online printing or reading.

## My Story

-I am 55 years old, I am on no medication and have no health issues, I have more energy and zest for life than I did when I was in my twenties.

- Houston three-day Seminar story about a man in his 60's who got dragged out by his wife.

-that story really gets to the heart of why over the last 25 years I have been so involved in publishing books, websites, and doing speaking engagements. When people hear my story and see the proof of my own health and energy, they are interested and ask questions. Especially if you knew me before I changed my eating lifestyle. I can tell you the change obvious and dramatic.

-I was born a very sick baby. For the first two years I was covered in eczema, so bad that the eczema specialist said it was the worse he had ever seen. I multiple allergies and asthma so bad that I had to take weekly injections into my teens so I could breath. Even into my twenties I was sick all the time. When I started on the board in my early twenties, I maxed out my sick days every year, (that's back when we had 23 sick days) to the point where finally my supervisor demanded I have a doctor's note even if I took one day off.

-on top of this, I have an addictive personality. Still do. During my teens I struggled with alcohol and drugs, and into my twenties, I quit those things but then turned to a more expectable kind of addiction; food addiction. I lived on hot dogs, French fries, ice cream and had chocolate bars stashed everywhere.

-to make a long story short, by the time I was 30, I was fat, sick, depressed and had almost no energy at all. I was honestly convinced I was not going to live past 40. And frankly I really didn't care.

-until at 30 years old my wife dragged me out to Fasting Seminar. An annoyingly happy little man in flannel pants, told me that everything I was eating was killing me. And for the first time in my life I made a connection between my health and what I was eating.

- After the seminar, I immediately went on a 30-day juice fast. Just to be clear. That means for 30 days all I consumed was homemade fresh fruit and vegetable juices. Within 30 days my health was transformed. I lost almost 40 pounds. For the first time I was able to breath clearly. Mark Watson would be very happy to hear that often years go by without having to take a single sick day. My food addictions to fat, salt and sugar where broken. The mental fog I had learned to live with for years was gone. I felt more energy and vitality then I have ever felt my entire life, even when I was a child. And what astonished me was all this energy was while I was only consuming juice and no solid food at all.

-everybody, all my family and friends couldn't believe it. They all wanted to know what the hell happened to. I found myself answering many questions. And that's when I decided to start to write down so of the things I was learning.

-I found health fascinating. And I was driven to share what I have learned. When all my friends where watching the hockey game or out with their buddies partying, I was home studying and writing. Honestly, my family thought I was crazy. Ron thinks he can write books.

-a small book on juice fasting turned into a four book special, turned into a website with over 300 articles, turned into another juicing website and two more books on juicing.

-today I have two websites, Freedomyou and The Juice Nut, and combined, they average over 3 to 5000 visitors daily. Over the last 20 years, have done many weekend seminars, including throughout the southern US. Freedomyou has received hundreds fasting testimonies like mine. The best of those testimonies I have published on my site. I will show how to get to them in a moment

-after 25 years I am still nuts about juicing and still get people asking, "what the hell is that?" (bring a bottle of juice). And so the conversation starts.

-talk about the juicer boys.

-in a few minutes we are going to turn our chairs around and I will show you both my sites and how to access important information like free articles and juicing recipes.

### **All Little About Juice Fasting**

-why is juice fasting, or just fasting in general so powerful to heal, detoxify and reverse aging?

-this is not new information. For thousands of years people and all major religions have used fasting to restore physical and spiritual and health. But it is not until modern biology have we really understood why fasting, and especially, juice fasting is so good for you.

-it's probably no surprise to you that when you fast you force your body to cannibalize on your own fat cells. You are reducing your caloric intake below caloric needs; therefore, you are forcing the body to turn to it's stored fat cells for fuel.

-but that's not all that's happening. When you are fasting, the body is not just going to cannibalize on any cell. It's very choosy on what cells it's burning for energy. For instance, during a fast, your body will not start to break down healthy liver cells or heart cells. The only time that happens is during starvation. Starvation is when there are no more nonessential cells left in your body to burn. And I can tell that there is no one in this room that has to worry about starving for a long, long time. We all have lots of stored energy.

-ok, so here's the fun part. During fasting the body has the very rare opportunity to selectively cannibalize on all those toxic, unhealthy cells in your body. Old scare tissue may start to hurt again because it's being broken down. In fact, the body will cannibalize on cancer cells too. I have a number of testimonies on my site of people who have been cured of cancer during a fast, including breast cancer, where her tumor literally disappeared during a juice fast. And that was confirmed by her doctor.

-think of juice fasting like spring cleaning to your body.

-now here's that part that's not so much fun. The down side to using all these dirty cell for fuel during a juice fast, is you are now detoxifying from years and years of big Macs and fries. And for a lack of a better word. You will feel like shit because you are living on stored dirty fuel.

-I do a 20 to 30 day juice fast every year. And during a juice fast I will go through a number of cleaning times where I feel like crap. Headache, weak, foggy minded, bad breath, coated tongue they are all signs that the body is detoxifying. It will often last for two or three days, and then it's followed by days of feeling clean and clear minded. I love those days!

-here is an interesting thought. Many people that try to go on a weight loss program will also experience detox because they are burning their dirty fat cells for fuel. And you have no idea what's happening, all you know is you feel like crap. Not only are you dealing with hunger and food craving, but you having to

endure the pain of detoxing too. I bet it would help a lot if you knew what the hell was happening so that at least you could be prepared for it. Detox is why most people associate weight loss with pain.

- now hundreds of years ago, people could fast on water for days with no problem. Actually the fasting state can be a very pleasant place to be. But because our diet today is so toxic, not to mention other environmental pollutions like air and water, juice fasting involves a lot of painful detox.

- in a few minutes, I am going to talk about the amazing detoxifying ability of fruit and veggie juices, but first:

-I want to give you three quick reasons why juice fasting is so powerful.

### **We are a nation that is Addicted to food**

-I think most of us are aware of how addictive the average diet is.

-the food business adds, salt, sugar, and fat to make what we eat more additive

-has it worked?

-Thirty years ago Americans spent about \$6 billion on fast food a year. Today we spend more than \$110 billion on fast food. Market research has found that children can often recognize a food brand logo before they can identify their own name. Next time you watch TV, take note on how many commercials are about food.

-Think about this way. Your body must maintain a homeostatic balance. This is a chemical balance within the trillions of cells in your body. Any stimulate like coffee, processed fat or sugar throws homeostatic balance out.

When you try to quit a diet high in sugar for instance, your body is forced to readjust its homeostatic balance. And that will cause painful withdrawals.

-that's why most people fail on diet programs no matter how good the diet claims to be.

-your whole body has adjusted and adapted itself to an addictive North American Diet. The Food Industry loves this because food addiction means big money.

-does that make sense?

-you may say to me, *honey, I am not like those others, I'm not addicted to anything*—until you attempt a juice fast.

-fasting is the perfect food addiction test, often a rude awakening of how toxic your daily food requirements have become over the years.

-what most people struggle with during a fast is not hunger but food cravings that are tied into their food addictions.

-Listen, because this is important. Self-honesty about your food addictions is a vital first step toward any weight loss program.

### **Juice Fasting helps brakes food addiction**

-Within three days of a fast you will break the physical addiction to salt, fat and sugar and establish proper homeostasis. within 24 hours of a fast, the digestive system shuts down, which you get a break from hunger. Within three days, food cravings end, and now just watch the pounds fall off.

-no matter how great the weight loss program is, you will never have control over your weight until you are free of fat, salt and sugar addiction. I can tell you that from personal experience.

- once you break food addictions, and you will have control over your diet. Once that happens any diet program will work. In fact, you won't even need a diet program. When you are free of food addiction, you will just naturally make food choices according to hunger and not craving. And you will lose weight.

-so to recap. Juice fasting forces you to come face to face with your food addictions, and to honest with yourself. And then even a three to four day fast, will help you break those addictions.

### **Juice Fasting is a powerful weight loss program**

-over half of all North Americans are overweight. Over 60% of Canadians between 45-60 are considered obsess.

-weight management can only be achieved through a healthy diet, in other words, *eating*. So how can juice fasting help you lose weight and keep the weight off?

-first of all, as I have already said, self-honesty about your food addictions is a vital first step toward weight loss. And juice fasting will bring you face to face about how emotionally dependant you are on food. Fasting breaks the eating habit and gives you a break from hunger.

-secondly, as we have covered, fasting will help break food addictions so that you can go back to eating without those fat, salt and sugar cravings.

-thirdly fasting is a huge emotional boost. Let's face it, dieting can be very discouraging. There are 3,500 calories in one pound of body fat. The same amount of calories are in a pound of butter. Let's say you eat 500 calories less a day than what you are burning. It's going to take you a week to lose a single pound of body fat. If you are 40 pounds over weight, that can be very discouraging.

-but when you juice fast, the weight will fall off you. You can see 5 pounds of weight come off in one week, not to mention you are flooding your cells with nutrient rich, cleansing juices. Some of that weight is water, but that's also a good thing. Most people are bloated because of all the salt in their diets.

-and lastly, a fast can be a clear starting point. I see it as a launching pad to a brand new diet and health.

### **Juice Fasting is powerful for antiaging and healing**

-everything we eat, put on our skin, drink and breath in can be found in every cell of our bodies.

-get rid of those dam air fresheners in your home because those toxic chemicals are in every cell of your bodies.

-so think about what you are putting into every cell of your body day after day.

Bleaches, trans-fatty acids, preservatives, chemical flavors, buffers, deodorant, moisteners, drying agents, modifiers, emulsifiers, saturated fat, processed sugar, stabilizers, thickeners, clarifiers, disinfectants, fungicides, neutralizers, anticaking and antifoaming agents, herbicides, pesticides, synthetic hormones, antibiotics, steroids, and four thousand other unpronounceable ingredients commonly found in the food you eat.

-now its true that the body has the ability to detox, but what if we take in more toxins than the body can get rid of, that will result in toxic overload and that's when things start to go wrong on a genetic level, like cancers.

-take in nothing but cleansing, detoxifying juices and guess what happens? You alleviate that toxic stress on the body.

-here's what is happens

Eliminated during a juice fast is:

- Dead, dying or diseased cells
- Unwanted fatty tissue
- Trans-fatty acids
- Hardened coating of mucus on the intestinal wall
- Toxic waste matter in the lymphatic system and bloodstream
- Toxins in the spleen, liver, and kidneys
- Mucus from the lungs and sinuses
- Bad cholesterol
- And research is now showing that through fasting you can actually reverse hardening of the arteries. That's exciting

The Result will be:

- Mental clarity is improved
- Rapid, safe weight loss is achieved without flabbiness
- Returned elasticity to the skin

- The nervous system is balanced
- Energy level is increased
- Organs are revitalized
- The skin becomes soft, and sensitive
- There is greater ease of movement because of the anti-inflammatory properties of plant foods
- Breathing becomes fuller, freer and deeper
- The digestive system is given a well-deserved rest
- The soft fiber cleans out impacted, hardened fecal matter lodged in the folds of the colon. (which can cause colon cancer)

-we have plowed through a lot of information, are there any questions so far?

-lets now move away from fasting and talk about juicing

**Even if you decide not to juice fast, why should you start drinking fresh homemade on a daily basis?**

-did you know that your body is a biological juice machine. It all starts with mouth, chewing food into small pieces. Then strong digestive acids future breaks down those pieces of food. From there into the colon where bacteria continue reduce and liquefy, until the nutrients are small enough where they can be absorbed through the finger like villus that line the colon wall. From there the blood carries these macro and micronutrients to every cell of your bodies.

-That's all great, but why not just eat your veggies instead of drink them? Well have you ever eaten ten pounds of carrots in a day? I have not, but there have been many times where I have drunk ten pounds of carrots. In fact, during a juice fast, I will drink around half of the veggies you see on the table here today. That is a lot of health protective nutrients going into my blood stream.

-a juice machine releases the plant's nutrients from the fiber, making those nutrients more bioavailable.

-Why do we need to ingest in so much plant foods? Well remember, more than any time in human history, are we being daily exposed to environmental toxins. I see drinking my daily veggie juice as a health insurance program.

-I don't think it will come to a surprise to anyone here about the antioxidant, antiaging, and anticancer properties of fruits and vegetables.

-here are only a few examples of the protective micronutrients in some of my favorite plant foods.

- Broccoli: the antioxidant sulforaphane found in broccoli apprehends and removes damaging carcinogens from the body. It can also shut down the growth of cancer tumors. Plus, the Indoles in broccoli protects from breast cancer.

-Garlic: The substance that makes garlic stink is called allicin, and it's powerful stuff. Studies have shown it increases healing, it lowers bad cholesterol, while increasing good cholesterol, lowers blood pressure, inhibits bacterial growth and fungus, helps with an overgrowth of yeast in the body and is used in treating Candida. Do not use odorless garlic pills. If it don't smell, your body can't tell.

-Carrots: I juice hundreds of pounds a year. The vitamin A (beta-carotene) is an antioxidant that is able to attach to free radicals in the body. The damaging effect of free radicals has been associated with cancer. Beta-carotene present in the skin is a natural protector for the common skin cancers. Research has shown this can also protect the skin from the damaging effect of the sun. I can tell you that a few weeks on a juice fast, your skin will feel velvety soft.

-The blue pigment in blueberries is one of most powerful antioxidants against ridding the body of free radicals. I put organic blueberries in my smoothies every morning.

- Parsley is one of the highest sources of chlorophyll, which acts like iron to oxidize the blood. Parsley is a cleanser of the kidneys, liver, and urinary tract and is effective for upset stomachs by stimulating digestive enzymes.

-Peppers are great for the skin and reduces arthritis because of the high silicon content.

-I could go on forever, but I want to end with my very favorite fruit juice I make while fasting, Cantaloupes. Cantaloupes are packed with vitamins A and C. Per

pound, this fruit has 15,000 I.U. of vitamin A and three times the vitamin C content of apples. It also contains a lipid that helps with anxiety, insomnia and in battling hardening of the arteries. They are recommended by the American Cancer Society as powerful agents in the fight against intestinal cancer and skin cancer.

-What about taking a good multivitamin? Ron's pee test. Bioavailability of fresh juice.

-there is simply no better way to ingest a wide spectrum of protective micronutrients than freshly made juice from your home juicer.

### **Picking the Right Kind of Juicer**

-like the song goes, "I must have been through about a million juicers," Seriously, I have tried them all, and I will tell you what my top choice in juicers are.

-the one thing I have learned and I say this all the time. The best juicer is the one you will actually use.

-Quickly though there are three kinds of juicers out there: Citrus juicer. Masticating and the most common, the centrifugal force juicer.

-Citrus: which is the simplest kind of juicer. Pro. Very cheap, fast and easy to clean. Con. Is limited to just citrus fruits

-Masticating: They use teeth to grind and press the juice from the pulp. Pro. People feel like the quality of juice tends to be a little better than a centrifugal force juicer. Con. They are very expensive, hard to clean and take a long to juice because the hopper is so small so you have to do more cutting of the produce.

-Centrifugal force juicer: (take the juicer apart and show how it works) pro: very fast to juice. Not expensive. Easy to clean. Con. In my mind there is no cons at all.

-Remember I said: The best juicer is the one you will actually use. After all my years of juicing, here are the two top pick juicers I suggest. (have them turn around and see the Amazon webpage.

-no I am not getting any kickback from Breville

## **Picking the right kind of Produce**

- use your nose. (bottom of a pineapple)
- use your eyes. Its all about color
- the question I get asked all the time is do I have to buy organic? I say no, except there are a few things I am careful about. (hand out dirty Dozen List)
- buy organic greens. They are the top of the dirty dozen and hard to wash. Get triple wash organic at Costco. If you don't have a Costco Membership and plan on juicing daily, get one.
- buy Canadian apples not the USA. They are on the top of the Dirty dozen

## **How to Juice**

- fussy people end up not juicing at all (story about Phil Ireland)
- so here are juicing tips to make juicing fast and easy
- tips to make it fast
- rinse and don't peel
- make enough for two days
- get a little sprayer end (pic)
- talk about my fav fruit juice
- talk about my fav veggie juice and how it developed.