

# Pure PaleoCleanse Plus™



*Beef bone broth protein with nutrients and botanicals for healthy detoxification\**

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Pure PaleoCleanse Plus™ dairy-free functional food powder contains a comprehensive combination of nutrients, antioxidants, herbs, fiber, and fruit and vegetable extracts that support the metabolic detoxification process while balancing phase I and II detoxification pathways.\* This product aids the body's defenses against xenobiotics, pollutants and other harmful substances, as well as against remnants of pharmaceutical drugs, excess steroid hormones, and the byproducts of normal, healthy metabolism.\* This is the same protein and nutrient source in our Pure PaleoCleanse Plus™ Detox Program, now available as a standalone product.

## Detoxification Support

Phase I reactions transform toxins and metabolic wastes into forms that are then metabolized by phase II enzymes. Phase I primarily involves cytochrome P450 enzymes, while phase II reactions conjugate the intermediate metabolites into forms that are more water-soluble, thereby facilitating their excretion. This is crucial, because if phase II reactions are sluggish—perhaps due to insufficiency of key conjugates and cofactors—then the intermediate products of phase I may accumulate and overwhelm the body's capacity to conjugate and excrete them. This can potentially lead to undesirable health complications, since some intermediate metabolites are more harmful than the initial compounds.<sup>1</sup>

Like all enzymes, cytochrome P450 enzymes are proteins, and higher protein diets have been shown to increase the activity of these enzymes, while chronic high-carbohydrate intake may have the opposite effect.<sup>2</sup> The beef bone broth protein in Pure PaleoCleanse Plus™ ensures a steady supply of the individual amino acids required for effective detoxification—particularly the sulfur-containing amino acids—with no added sugar.

Studies in animals and humans indicate that multiple nutrient deficiencies can depress the function of several enzymatic reactions involved in detoxification. The insufficiency of vitamins A, C, E, B complex, folate, copper, iron, zinc, magnesium, calcium, and more, can have adverse effects on the body's ability to metabolize harmful compounds.<sup>2</sup> Pure PaleoCleanse Plus™ provides a wide array of nutrients to ensure sufficient levels of these critical enzyme cofactors.

## Highlights

Each serving of Pure PaleoCleanse Plus™ provides 18 g of protein as HydroBEEF™, a highly concentrated bone broth protein isolate produced through an exclusive proprietary process that allows the protein to be hydrolyzed or 'split' into a high concentration of functional peptides. Delivering protein in the form of peptides allows for easier absorption and assimilation. This protein is sourced from animals raised in Sweden without hormones or antibiotics, and is free of GMO grains, grasses, and/or ensilage.

**Glutathione & supportive nutrients:** Glutathione is well-known as the body's "master antioxidant" and is a key factor in detoxification, acting as an antioxidant as well as participating in conjugation reactions. As a hydrophilic molecule, it also aids in increasing the water-solubility of lipophilic toxins, thus facilitating their excretion. The cycling of glutathione between its oxidized and reduced forms, via glutathione reductase, requires riboflavin, niacin, and vitamins C and E, all of which are present in Pure PaleoCleanse Plus™. Part of the biochemical action of glutathione is accomplished via the glutathione peroxidase enzyme family (GPx),<sup>3</sup> which is dependent on selenium (also included in this product). GPx neutralizes harmful lipid peroxides and also reduces hydrogen peroxide safely to water. Additionally, Pure PaleoCleanse Plus™ contains N-acetyl-cysteine – a precursor to glutathione – as well as cysteine and glycine, which are two of the three amino acids that comprise glutathione.

**Sulfur-containing compounds:** Aside from contributing to the synthesis of sufficient glutathione, multiple sulfur-containing compounds in this product support the sulfation mechanism of detoxification. These include L-cysteine, L-methionine, methylsulfonylmethane (MSM), N-acetyl-cysteine, taurine, and sodium sulfate.

## Pure PaleoCleanse Plus™ Highlights:

- Features 18 grams of easy-to-digest beef bone broth protein per serving
- A true Paleo protein: free of grains, legumes, dairy, gluten, and lactose; sweetened with the natural herb stevia
- Can serve as a meal supplement during detoxification protocols
- Delicious berry-vanilla flavor

Methylation reactions involving the sulfurous compound S-adenosylmethionine (SAME) require adequate levels of vitamins B6 and B12, along with folate, for proper functioning of the methionine-homocysteine cycle. This product provides folate as Quatrefolic®, a glucosamine salt 5-MTHF form of folate proven to dissociate easily before absorption and raise plasma folate levels. It also overcomes common genetic polymorphisms related to folate metabolism.

**Glucuronidation:** The glucuronidation of xenobiotics is one of the primary mechanisms for the detoxification of a host of common pharmaceutical drugs, harmful environmental chemicals, and endogenously synthesized substrates, such as excess estrogen. The resulting metabolites are hydrophilic, rendering them more easily excreted. Calcium d-glucarate inhibits beta-glucuronidase, a colonic bacterial enzyme capable of de-conjugating glucuronic acid-tagged toxins, which may have the undesirable result of harmful substances being reabsorbed into the body. Elevated beta-glucuronidase activity is associated with increased risk for hormone-dependent cancers, such as breast, prostate, and colon.<sup>4</sup>

**Molybdenum oxotransferases:** Molybdenum is a required cofactor for a family of enzymes that includes xanthine oxidase and sulfite oxidase. A molybdenum deficiency may impair the body's ability to metabolize environmental contaminants, such as sulfur dioxide in polluted urban areas, and compounds in several commonly consumed foods, such as caffeine and the sulfites used for color retention and food preservation in wine, dried fruit, vinegar and more.<sup>5,6</sup>

**Antioxidants:** Phase I oxidation reactions may generate increased amounts of free radicals. Pure PaleoCleanse Plus™ provides several helpful antioxidant compounds to minimize the potential harm that may result, including vitamins C, E, and A, selenium, green tea extract, glutathione, and a proprietary blend of alkalizing high-antioxidant vegetable and fruit juice powders.. Animal studies indicate that, in addition to their antioxidant function, tea polyphenols and quercetin may have stimulatory effects on select cytochrome P450 enzymes.<sup>7,8</sup>

**Support for healthy bile production & toxin excretion:** Products of liver detoxification are typically excreted through the gastrointestinal tract, after being secreted into the intestines via bile. Thick, sluggish or stagnant bile can result in a backup of toxins in the body. Pure PaleoCleanse Plus™ contains ingredients designed to stimulate both the production of bile and bile's proper consistency, so that harmful metabolites can exit the liver smoothly and proceed through the intestines in order to be excreted through the feces.\* These compounds include inositol, milk thistle and choline. The silymarin in milk thistle may also help reduce liver oxidative stress induced by the detoxification mechanisms.<sup>9,10</sup>

**Glucosaminan:** Pure PaleoCleanse Plus™ provides fiber, which is critical for the excretion of toxins in a timely manner. It features glucosaminan, a water-soluble polysaccharide naturally occurring as a hemicellulose in the cell walls of select plant species. As a potent soluble fiber, glucosaminan may reduce constipation, thereby aiding in excretion.<sup>11</sup>

For a list of references cited in this document, please visit:

<https://www.designsforhealth.com/techsheet-references/pure-paleocleanse-plus-references.pdf>

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## Supplement Facts

Serving Size 36 grams (approx. one scoop)

Servings Per Container 15

Amount Per Serving	% Daily Value	Amount Per Serving	% Daily Value
Calories	110	Sodium	150 mg 7%
Total Fat	1 g 1%	Veggie/Fruit Proprietary Blend	2.5 g †
Cholesterol	less than 5 mg <2%	[organic spinach powder ( <i>Spinacia oleracea</i> )(leaves), organic beet juice powder ( <i>Beta vulgaris</i> )(root juice), organic carrot juice powder ( <i>Daucus carota</i> )(root juice), organic pomegranate juice powder ( <i>Punica granatum</i> )(fruit juice), organic grape juice powder ( <i>Vitis labrusca</i> )(fruit juice)]	
Total Carbohydrate	6 g 2%	Cellulose	1.5 g †
Dietary Fiber	2 g 7%*	Glycine	750 mg †
Total Sugar	1 g †	Glucosaminan	500 mg †
Protein	18 g 36%*	L-Carnitine	500 mg †
Vitamin A (as Mixed Carotenoids from Algae)	730 mcg RAE 81%	L-Threonine	275 mg †
Vitamin C (as Sodium Ascorbate)	250 mg 278%	L-Lysine	275 mg †
Vitamin D (as Cholecalciferol)	0.6 mcg (25 IU) 3%	Calcium D-Glucarate USP	150 mg †
Thiamin (Vitamin B-1)(as Thiamin HCl)	1.5 mg 125%	L-Cysteine	125 mg †
Riboflavin (Vitamin B-2)(as Riboflavin-5-Phosphate)	1.5 mg 115%	Quercetin	100 mg †
Niacin (Vitamin B-3)(as Niacinamide)	4 mg NE 25%	Taurine	100 mg †
Vitamin B-6 (as Pyridoxal-5-Phosphate)	2 mg 118%	Milk Thistle ( <i>Silybum marianum</i> )(seed) [standardized to contain 80% silymarin]	100 mg †
Folate (as Quatrefolic® [6S]-5-methyltetrahydrofolate, glucosamine salt 100 mcg)	85 mcg DFE 21%	N-Acetyl-L-Cysteine	75 mg †
Vitamin B-12 (as Methylcobalamin)	2 mcg 83%	L-Methionine	50 mg †
Biotin (as d-Biotin)	70 mcg 233%	Inositol	50 mg †
Pantothenic Acid (as d-Calcium Pantothenate)	12.5 mg 250%	Methylsulfonylmethane (MSM)	50 mg †
Calcium (as DimaCal® Dicalcium Malate and Calcium D-Glucarate USP)	120 mg 24%	Sodium Sulfate	50 mg †
Phosphorus (as Dipotassium Phosphate)	100 mg 8%	Green Tea Extract ( <i>Camellia sinensis</i> )(leaves) [standardized to contain 98% polyphenols and 45% EGCG]	50 mg †
Iodine (as Potassium Iodide)	25 mcg 17%	L-Glutathione	12.5 mg †
Magnesium (as TRAACS® Magnesium Bisglycinate Chelate Buffered from Magnesium Bisglycinate Chelate and Magnesium Oxide)	100 mg 24%	Vitamin E Isomers (as DeltaGold® delta and gamma tocotrienols)	5 mg †
Zinc (as Zinc Bisglycinate Chelate)	3.5 mg 32%	Vanadium (as TRAACS® Vanadium Nicotinate Glycinate Chelate)	25 mcg †
Selenium (as Selenomethionine)	25 mcg 45%		
Copper (as TRAACS® Copper Bisglycinate Chelate)	0.5 mg 56%		
Manganese (as TRAACS® Manganese Bisglycinate Chelate)	0.5 mg 22%		
Chromium (as TRAACS® Chromium Nicotinate Glycinate Chelate)	25 mcg 71%		
Molybdenum (as TRAACS® Molybdenum Glycinate Chelate)	25 mcg 56%		
Choline (as Choline Dihydrogen Citrate)	20 mg 4%		

**Ingredients:** Bone broth protein (HydroBEEP®), natural flavors, medium chain triglycerides, cellulose gum, sodium chloride, stevia leaf extract (*Stevia rebaudiana*).

### Recommended Use:

Mix 36 grams (approx. one scoop) in eight ounces of water per day, or as directed by your health care practitioner.

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