



Irritable Bowel Syndrome (IBS)

Colitis, Ulcerative colitis, Spastic Colon Ileitis

Over 70 Million Americans suffer from a digestive disorder. IBS affects as many as one in five US adults. A chronically inflamed, painful colon, IBS is often a result of food allergies (at least 65% of all cases are caused by allergies), usually to gluten, cheese, corn, or eggs. Lactose intolerance symptoms mimic those of IBS and colitis. Most victims are between the ages of 20 and 40, and have stressful jobs or lifestyles. Colon membranes become irritated and inflamed, and the body forms pockets in reaction. In severe cases, ulcerous lesions line the sides of the colon.

If appendicitis-like sharp pains appear, seek medical attention immediately. Conventional medicine has not been able to address IBS or colitis very effectively. Some drugs for these conditions have been pulled from the market due to causing more intestinal issues, and in some cases, even death. Natural therapies have shown great effects, and can reduce the need for drugs. Diet changes are a MUST. Healing herbs and supplements will NOT work without diet changes.

Supplement Recommendations:

CLEANSE:

- **Genesis PURE Noni** – Noni has a high mineral content which means it can be used as a body builder and pH balancer, and it may also help to control infections and boost immunity. It has over 140 powerful vitamins, minerals, and other nutrients that give the body a natural energized feeling, and takes your immune system to another level. The Noni fruit has shown in clinical studies to possess antiviral, antibacterial, anti-fungal, anti-tumor, antihistamine, and anti-inflammatory properties. It is also a powerful digestive bitter. It is accepted that one of Noni's major benefits is its relief of most types of pain. It helps to balance serotonin levels in the brain as well, which may improve mood and sleep. Noni is also known to pull sugar from the blood and help to balance internal blood sugar levels. **For best results: Take two ounces of Genesis PURE Noni first thing in the morning on an empty stomach. Be sure to take Genesis PURE Noni™ one hour away from any prescription medications.**
- **Liquid Cleanse** – This cleanse will help to clean your entire body and purify all major organs, and will also facilitate **2 to 3 fully formed bowel movements a day**. This will allow the avenues of toxic release to flow regularly, preventing toxic build up. One of the goals of this health program is to open all 7 Channels of Elimination: intestines, lungs, skin, kidneys, liver, blood, and lymphatic system. This cleanse contains ingredients not found in other cleanses on the market, such as Wasabi, Uva Ursi leaf, Yellow Dock, and Burdock Root. **Read label and take as directed.**

BALANCE:

- **GoYin** - This is a special blend of 20 warm and cool superfruits, herbs, and other fruits which each have their own special benefits. In combination, this formula can induce a systemic whole-body balance which translates into optimal physical and mental function. Clinical studies have even shown significant reductions in tension, depression, fatigue, and confusion as well as an increase in vigor. **For best results: Take one to two ounces twice per day, preferably one hour away from meals or medications**



BUILD:

- **Genesis PURE Acai** – The Acai berry is known in Brazil as the “Beauty Berry” but is also an excellent source of potassium, essential amino acids and essential fatty acids. It provides support for the brain, central nervous system, heart and liver and may promote enhanced immunity and bowel health. This dark purple juice is full of powerful anthocyanins (special anti-oxidants) and enzymes (superoxide dismutase, or SOD, which is a powerful free radical scavenger) and makes for a powerful tonic for fighting the damage from stress, inflammation, cancer and other stresses to the body. **Take one ounce once or twice a day.**
- **Cell Water** - Cell water effectively transports nutrients, enzymes, and proteins in the cells and also removes waste products and helps maintain proper communication between cells and empowers the body’s natural healing processes. **Use as directed.**
- **Genesis PURE Silver** – Our Silver contains 40 mcg of silver and is manufactured under the strictest and cleanest manufacturing and laboratory conditions available. It may be beneficial in fighting many types of fungus, bacteria, viruses, amoebas and more. Those with cancer may benefit especially from Colloidal Silver. **Read label and take as directed.**
- **Genesis PURE Nutrition**– An all around easy to digest, absorb and assimilate liquid vitamin and mineral drink complete with an amino acid blend, sea vegetable blend, and anti-oxidant blend. Proper nutrients, minerals and vitamins are essential to build and strengthen all of our body’s internal organs, cells, and tissues. **Take 1 oz with breakfast and 1 oz with lunch.**
- **Genesis PURE Coral Calcium** – The first probiotic activated liquid calcium with a 45% absorption rate (530mg per 1 oz serving). This absorption rate is 80 to 90% more bioavailable to the body than calcium in hardened tablet forms. Genesis PURE Calcium contains other vital nutrients needed for calcium digestion, absorption, and assimilation; such as Vitamins A, C, D, and E, and minerals such as magnesium, boron, selenium and zinc. Also included are vital greens such as Kale, Brussels sprouts, and Collard Greens which have been added to this blend because of their high amounts of natural calcium. Genesis PURE Calcium helps to promote a healthy strong skeletal, cardiovascular and nervous system. **Serving suggestion: This is one of our more potent products, so feel free to start with half an ounce daily and gradually increase your intake to 1 full ounce twice a day as your body is able to handle larger amounts.**

Diet Recommendations:

- Alkaline Diet
- 12 Golden Rules
- NO sugar. No exceptions
- Drink 1 to 2 cups slippery elm tea every day.
- Avoid Hot, Spicy and Irritating foods!

Lifestyle Recommendations:

- Avoid antacids. They often do more harm than good by neutralizing body HCl.
- Consciously practice relaxation techniques like meditation to reduce stress.

Disclaimer

The information provided by Genesis PURE is not medical advice and is not intended to take the place of the care provided by your Medical Doctor. This information is provided for educational purposes only and the intention is to help educate on diet improvements, lifestyle improvements and nutritional supplementation. Genesis PURE does not treat, diagnose, prescribe for, or cure any disease, disorder, deformity or physical or mental condition. Because we are all so different, individual results may vary. Always consult your Doctor prior to starting any new health program.