



WEDNESDAY
CLEANSE DAY®

Intermittent Fasting E-Book



Designed to elevate intermittent fasting and feed your inner glow

Wednesday Cleanse Day is a premium, multifunctional body and beauty tonic that is on a mission to simplify detoxification with a solution-first approach. Nutrient-rich, our pink tonics provide everything the body needs to reset and restore.

The perfect blend of science and nature, Wednesday Cleanse Day complements daily health routines with a nature-first philosophy and can be used in different ways depending on your goals. Formulated to support and balance the gut from the inside out, Wednesday Cleanse Day is packed with adaptogenic herbs, prebiotics and superfood ingredients.

Every sachet contains the following 100% natural and active ingredients



Collagen Peptides

While your body is in a fasted state and your cells are replenishing and renewing, why not give them a handy little boost of Collagen Peptides. Type I & 3 which has shown to support the regeneration of skin and hair.



Siberian Ginseng

An adaptogenic herb that helps your body adapt to exactly what it needs. Siberian Ginseng can provide the all-natural energetic boost you need while intermittent fasting while also boosting your immunity.



Green Tea

The green tea found in our pink tonics provide you with a high dose of antioxidants while fasting, as well as giving you an all-natural caffeinated energy boost. The caffeine compounds also serve as a mild appetite suppressant.



Psyllium Husk

Psyllium husk is a bulking fibre which assists in maximising waste in the intestines to assist with digestion while also keeping you feeling full. Psyllium has also been used to help regulate blood sugar levels in people with diabetes.



Aloe Vera

Aloe vera is a popular medicinal plant with antioxidant properties. It has also shown to assist in digestive processes and is excellent for blemish-prone skin as it may assist in reducing inflammation within the skin.



Beetroot

Beetroot is an excellent source of antioxidants and also provides a source of fibre, calcium, iron, potassium, folate, and manganese, enabling you to increase your vitamin and mineral intake significantly while fasting.



Inulin

Inulin is a prebiotic powder for your gut. Prebiotics are the fibres that feed off the good bacteria in your intestines and help them populate and flourish. Inulin can also improve digestive health and aid in weight loss.



Peppermint

We've added peppermint as it can improve digestion and improve concentration. Additionally, this mint has antibacterial properties and may improve allergy symptoms, headaches, relieve cramps and improve sleep.



Watercress

A natural diuretic, watercress is a yummy tasting high antioxidant plant that is also packed with nutrients. Watercress is also rich in vitamin C, which supports your immune system and healthy collagen production.



Organic Stevia

Stevia is an all-natural sweetener derived from the stevia plant. Consumption of it may be the sweetest way to lower blood sugar and insulin levels as it's a safe and healthy sugar substitute that maintains your blood sugar levels.

Why it matters when you eat, not just what you eat

If you're already fuelling your body with wholesome, nutritious meals but you want to up-level your energy and thrive, the next thing to look at when it comes to our food is not just what we eat, but *when* we are eating it.

Just like we have a schedule and daily routine, each of our organs has a body clock too. Your organs have a time where they are at peak performance and they also have a time where they need to rest and regenerate. Eating frequently throughout the day and/or night can throw these cycles out of balance as your organs don't have the rest/recovery time need.

Along with our body's circadian rhythm – there are also times of the day where our bodies utilise nutrients better.

Consuming your highest carbohydrate meal post-workout will be the best time your body will utilise the energy. Similarly, having a small portion of carbohydrates before bed will assist with a better sleep cycle, and eating portions of protein throughout your eating window will assist with satiety.





What happens to your body when you fast?

Our bodies need energy not only to survive but to thrive throughout our busy lives. We get this energy through the food we eat. During the process of digestion our body breaks down carbohydrates (and sometimes proteins if we're not getting enough carbs – the body is smarter than you think!) and converts it into glucose – glucose to the body is like fuel to a car.

But unlike a car, our body's main objective is to keep us alive. So when there is enough glucose the body will store it away for later in the liver, in case there is a prolonged time where the body isn't getting enough energy and needs to utilise its reserve stores.

After 8 hours of fasting the body has used up all its reserve stores of glucose and will enter a stage called Glucogenesis. When your body is in a state of Glucogenesis, your metabolic rate rises, meaning you're burning more calories. For your body to find those calories they have to find the energy from stored fat cells.

The benefits of intermittent fasting

Intermittent fasting has been around since the first humans evolved and is backed by many scientific studies. Read on for some of the proven benefits

1

Reduce inflammation in the body

Intermittent fasting can assist with water retention and bloating, but on a larger scale it can also assist with other forms of inflammation within the body that we may not recognise on the outside. Inflammation is the root of all disease and is a key component for longevity and our overall health. Intermittent fasting gives the body time to relax and repair, rather than focusing on digestive processes all the time.

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2

Promote healthier hormones

When your body is in a prolonged fasting zone it has been studied that your hormone may start to regulate themselves. While fasting, your Insulin levels drop significantly, and if you're someone who has been suffering from insulin resistance, this is something that can help significantly and assist with burning fat. Regular intermittent fasting has also been shown to increase the blood levels of Human Growth Hormone, which once again can assist with fat burning and muscle gain.

3

Increase brain function

Intermittent fasting has been shown to reduce oxidative stress to the brain and release a brain hormone called brain-derived neurotrophic factor – low levels of this hormone have been linked to depression. During this program we recommend adopting a 16:8 style of intermittent fasting, which has an eating window between 11 am– 7 pm as a guide, however you can adjust this to what works best for you and your lifestyle.

4

Assist in weight management

Intermittent fasting can assist with fat loss due to the reduction in caloric intake while fasting. During the fasting period, the body also has time to regulate certain hormones that can control how much stored fat our body keeps. The hormone that intermittent fasting has the most impact on is insulin. Insulin is released from your pancreas during digestion and allows your body to utilise sugar from the carbohydrates you eat. If the body does not need the energy provided from food, insulin will store the sugars away for later in the liver and will release them when it needs energy.

Intermittent fasting has been shown to assist with weight management due to giving your body time during the fasting period to utilise the excess sugar in your body. Science also shows that intermittent fasting can increase your metabolic rate by up to 3.1-5%.





4 different ways you can try intermittent fasting

When it comes to intermittent fasting – no one way has been shown to be significantly superior – we recommend choosing a method that best suits your lifestyle and what you find to enjoy and personally thrive on the most. Intermittent Fasting is here to enhance your lifestyle not hinder it; so choose the way that's best for you. With each you can drink water, Wednesday Cleanse Day sachets or black tea and coffee outside of your eating window.

16:8 METHOD

The most common method, 16:8 is consuming your meals for 8 hours followed by a 16 hour fast. People who intermittent fast with 16:8 commonly eat their last meal of the day between 6pm – 8pm and then start eating again the next day between 10am – 12pm. Intermittent fasting does not need to be a whole day without food, and the 16:8 method can give you excellent results.

18:6 METHOD

Much like the 16:8 style, 18:6 is fasting for 18 hours and eating for a period of 6 hours. This could be eating daily, from 2pm to 8 pm, or 12pm to 6pm. For people who want to try intermittent fasting for a couple of days a week rather than every day, 18:6 might be a great way to give it a go and give your body a couple of weekly boosts of energy and a regular reset.

4 different ways you can try intermittent fasting

6:1 METHOD

6:1 is our favourite way to intermittent fast and it is exactly how the concept of Wednesday Cleanse Day was created. It's designed for those that want to stay healthy without missing out on the fun. 6:1 is choosing one day of the week to fast. This could be a 24 hour period, involving stopping eating at 4pm or 6pm one day and then fasting through to 4pm or 6pm the following day, or it could be a 36 hour fast, which could look like consuming your last meal at 8pm on a Tuesday and then fasting through to 8am on Thursday.

5:2 METHOD

The 5:2 way of intermittent fasting is consuming your meals at your normal eating times on 5 days of the week, while on the other 2 days, you choose to fast or eat under 500 calories.





Reset and restore naturally with Wednesday Cleanse Day

Wednesday Cleanse Day is more than a nutrient-rich cleansing and digestion product; it's the culmination of decades of scientific research and the ancient approach to detoxification. Our philosophy is nature-first, sourcing the finest ingredients available to create a solution that supports and improves your body's natural restoration process.

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