

A wicker basket filled with fresh vegetables like carrots and leafy greens, with several bottles of Pressed Earth juice. The bottles are labeled with 'Pressed Earth' and various juice names like 'autumn three' and 'sweet potato'.

Pressed Earth.

Balance · Pressed · Daily

CLEANSE GUIDE

BALANCE. PRESSED. DAILY

Hey there! Thanks for checking out our cleanses. We're stoked to go on this ride with you towards better health and wellbeing.

A juice cleanse is a chance to press the reset button on your body. It's a time to rest the digestive system and replenish your body with valuable nutrients and antioxidants while helping get rid of nasty toxins and impurities. More than that, it's a time to check in and assess your habits, breaking the ones that no longer serve you and establishing new habits towards a healthier lifestyle.

We've put together this guide to prepare and help you along the way, so you get the most out of your cleanse experience and your investment in your health.

Please do get in touch with us at any point if you have questions and we'd be happy to help.

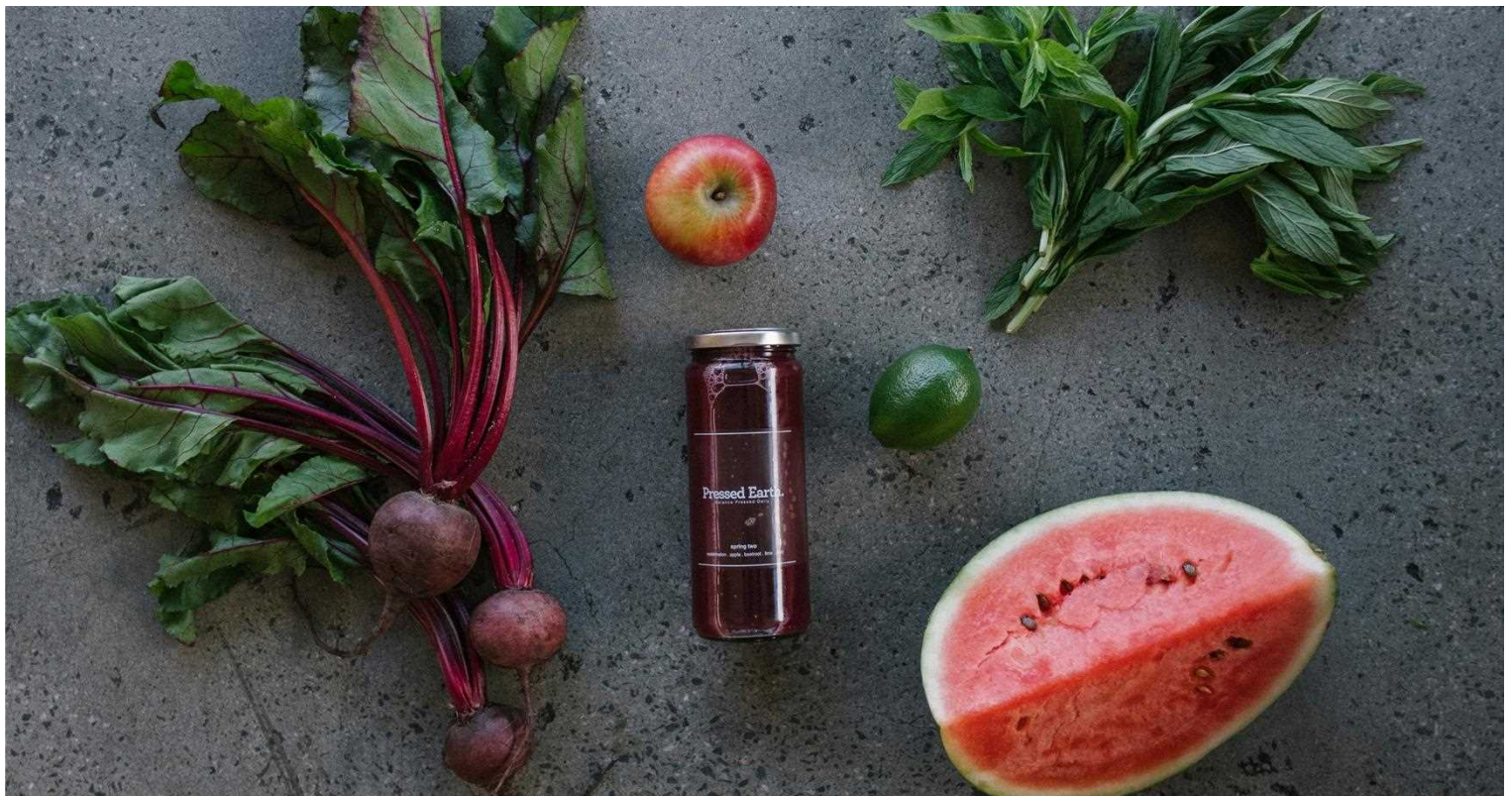
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BEFORE, DURING, & AFTER THE CLEANSE

Our juice cleanses are up to three days, but the entire cleansing process takes a little while longer. Replacing food with an all-juice diet abruptly and without warning can make it a little harder and magnify the symptoms, so we recommend that you ease into the experience by preparing a couple of days in advance.



BEFORE

Making a few changes in the days leading up to your cleanse will get you in the right mindframe and ensure you get the most out of your cleanse. Two or three days before your cleanse start introducing or increasing your intake of:

- Raw foods
- Fruits and berries
- Veggies and herbs (raw or lightly cooked)
- Nuts and seeds
- Legumes and whole grains such as quinoa and brown rice
- Lean protein such as fish

Cut out or limit:

- Processed food
- Fried food
- Refined sugars
- Alcohol
- Caffeine
- Red meat
- Dairy

This might sound like no fun at all, but trust us, if you go cold turkey on your morning coffee on the first day of your cleanse, it will not be pretty! Easing yourself into the cleanse by gradually eliminating or reducing your intake will reduce the side-effects and set you up for a successful cleanse.



DURING

Our raw cold-pressed juices contain all the natural vitamins, minerals, nutrients, enzymes and antioxidants your body needs during your cleanse and we've tailored the ingredients so you'll have plenty of variety of nutrients and flavour to keep you going.

We give you a suggested order in which to drink your juices and recommend you space them out during the day. Having a juice around every two hours will keep you fuelled and reduce hunger pangs.

We like to have our nut milks gently warmed on the stovetop as a nourishing treat to end the day. Remember to heat it very gently - don't let it boil.

It's important to keep well hydrated, so drink plenty of filtered water and herbal teas if you like, especially if you're cleansing during the colder months as they promote circulation and boost the immune system. Take it easy during your cleanse and try to get some extra sleep.

We're big advocates for being extra kind to yourself during a cleanse, so try to treat yourself to a yin yoga class or a massage. For a little at home pampering, try dry body brushing or a long soak in an Epsom salt bath - these not only feel amazing but actually enhance the detoxification process.

Checklist:

- Drink water
- Treat yourself to a massage/yoga/bath
- Go to bed early





AFTER

High-five legend! However, before you dive into a hamburger and a bottle of rose, we recommend you go out of your cleanse the same way you went into it, by slowly introducing a range of fresh and mainly raw wholefoods including:

- Fruit and vegetables
- Nuts and seeds
- Legumes, whole grains and lean protein

A successful cleanse is one that paves the way for new habits, so this is your chance to establish a brand-new routine and introduce a range of nutrient-rich foods to your diet, while cutting out the stuff that doesn't serve you. Incorporating a daily raw cold-pressed juice post-cleanse is a great way to enhance your daily diet and keep the balance.

Completing a cleanse is not easy, so you should be proud of yourself for making it this far. Your reward? More energy, better moods, less sluggishness and the gift of feeling like the best version of yourself every single day.

Don't forget you can return your empty jars to our shop for recycling (and store credit).



OUR TOP TIPS

Here are our top tips to help you on your cleanse journey to improved health and wellbeing:

1. Start incorporating a range of raw fruits, vegetables, nuts, seeds, legumes and lean protein into your diet a few days before starting your cleanse.
2. Limit the amount of alcohol, caffeine and sugar you drink in the lead up to your cleanse and try cutting it out completely at least a couple of days before (trust us on this one!).
3. Drink plenty of filtered water and herbal tea during your cleanse.
4. Do get some extra sleep during your cleanse so your body can rest and restore.
5. Treat yourself to a massage, yoga, or an Epsom salt bath to enhance the cleansing process.
6. Warm your nuts! Enjoy your nut milk very gently warmed as the last juice of the day.
7. Be prepared to experience some symptoms, which can include headaches, sluggishness, irritability, food cravings and low energy. Remember these are temporary and post-cleanse you'll be feeling quite the opposite!
8. Stay away from all processed, refined, fried food, wheat, dairy, red meat, alcohol and caffeine for at least a few days after your cleanse.
9. Don't fly solo - bring your co-pilot! Cleansing with a friend is a great way to stay on track.
10. Bring your empties back to our Claremont shop for recycling and we'll give you credit towards your next purchase.

CLEANSE FAQS

Why cleanse? A cleanse, also known as a detox, can be a great way to get your body on track towards a healthier lifestyle. Whether you're feeling out of balance, trying to break old habits or just need a good health kick, a cleanse gives your digestive system a chance to rest and helps your body flush out toxins and impurities.

We're surrounded by pollutants, chemicals and impurities on a daily basis, and all these harmful toxins can wreak havoc on our livers and immune systems. A cleanse can help boost your body's natural detoxification system, speed up your metabolism, nourish your body, lift your energy levels and help establish healthier habits.

Pressed Earth juices provide an easy and convenient way for your body to enjoy the health benefits of a cleanse while still getting the essential nutrients, vitamins and antioxidants found in fresh fruit and vegetables.

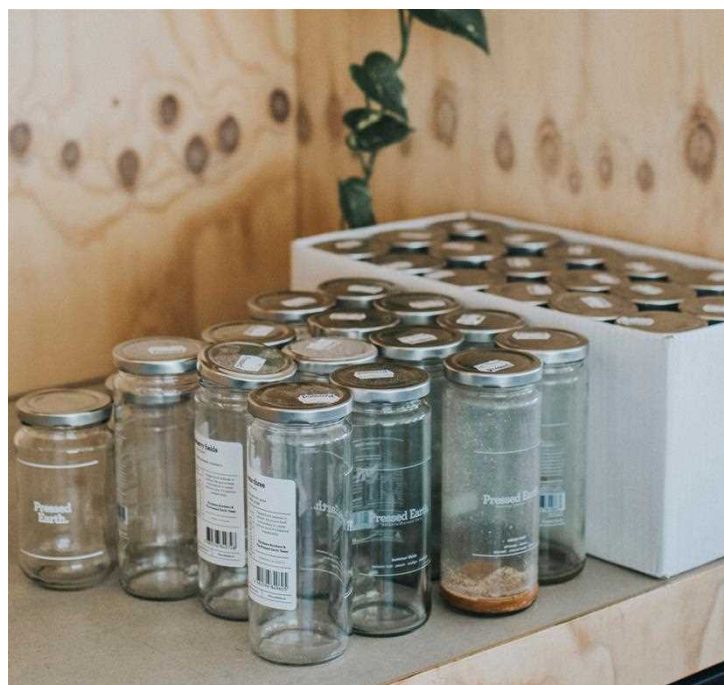
Can anyone cleanse? While cleansing can have some incredible health benefits, it may not be suitable for everyone. We do not recommend cleansing to pregnant or breastfeeding women or children. People with medical conditions or taking medications are advised to check with a doctor before starting a cleanse.

What results can I expect from a cleanse? Everybody reacts differently when doing a cleanse, but common side effects can include headaches, feeling light headed, fatigue, nausea and cravings. These are all normal, temporary symptoms as your body goes through the detoxification process and will go away as your body adjusts to its healthier state. Our juices contain all the nutrients and enzymes your body needs during this time, so you'll still be getting the vitamins and minerals you need as your system eliminates all that waste.

How often should I cleanse? You can cleanse as often or as infrequently as you like. Some people like to do a cleanse at the change of season, once a month or even a day a week. Others may do a cleanse from time to time whenever they feel they need to reset. The trigger to start a cleanse is when you're feeling out of balance, lethargic, sluggish or bloated, or if you're just ready for a change and looking to embrace some healthier diet and lifestyle choices.

We're all different, so listen to your body and remember that adding cold-pressed juice to your daily routine is a great way to maintain balance without having to commit to a full cleanse.

What about side-effects, how will I feel? Everybody reacts differently when doing a cleanse, but common side effects can include headaches, feeling light headed, fatigue, nausea and cravings. These are all normal, temporary symptoms as your body goes through the detoxification process and will go away as your body adjusts to its healthier state. Our juices contain all the nutrients and enzymes your body needs during this time, so you'll still be getting the vitamins and minerals you need as your system eliminates all that waste.



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In what order should I drink my juice? The order you drink your juices in is not essential. Based on our own personal experience, we include a suggested order in all of our cleanses, but you are free to mix this up as much as you like. If there's a certain order that works for you, we'd love to hear it.

Can I exercise while cleansing? Movement is important while cleansing, and a light sweat can even assist with the detoxification process. However, your body is going through a lot and your energy levels may be low, so take it a little easy. A long walk, swim or gentle yoga class is ideal - we recommend you avoid any high intensity cardio during a cleanse.

What else can I have? When cleansing you'll find the sight and aroma of food is more irresistible than ever and you'll be dreaming of a hearty meal. This is all part of the process and is where you'll need to exercise one of the hardest things of all - willpower. Stay focused and keep going, you've got this! Rest assured that our brews offer all the essential vitamins and minerals you need, so resist the temptation of other food so you can really enjoy the maximum benefits of the cleanse.

We recommend drinking plenty of water during your cleanse, as staying hydrated is incredibly important and supports the detoxification process. Herbal tea is also a good addition to any cleanse; just hold the milk or sweeteners. If you must eat solid food, we suggest you try something light and healthy like raw vegetables, seeds or a broth. It goes without saying that alcohol and caffeine should be avoided entirely.

What if I want to do a longer cleanse than three days? Drop us a line and we'll give you a hand. You'll need more than one delivery because our juices are completely fresh, raw and unpasteurised, meaning we only supply up to three days' worth at one time. This ensures you get the freshest product for optimum cleansing benefits.



THE FINE PRINT

- Please keep your juice refrigerated. It is raw and we don't add any preservatives, so it is highly perishable and must be kept cold
- Our juices last approximately 4 days, and all our juices will be labelled with a use-by date. Please discard juice that has passed its used-by date.
- Our juices have not been pasteurised.
- We are not medical professionals and we recommend you consult with a medical professional before commencing a cleanse.