

neutripure

Clay & Charcoal



CLEAN AND WHITEN YOUR TEETH the all natural way. A great alternative to harsh bleach or whitening peroxides; no harmful chemicals; healthy alkaline balance.

NATURAL FACIAL with improved blood circulation. Rejuvenate and maintain healthy skin & hair.

DETOXIFY YOUR BODY and maintain healthy digestion by taking with your meal or drink. Use for your body wraps, bug bites, burns, or accidental poisonings and hangovers.

CERTIFIED FOOD GRADE charcoal and clay. Charcoal is activated in the USA. Our Clay is from a pristine, subsurface volcanic mine in Death Valley, California and sun baked at 130 F.

I created this product after a friend of mine, a Native American woman, told me one day how her teeth became and stayed so white. She told me accounts of when she was a little girl growing up, her father used to burn plant matter and after the plant burned to black ashes or became charred, the father would take the ash residue and give it to his family. They would take a little on their finger and brush it against their teeth. This intrigued me because many years ago in my native Philippines I was also raised with charcoal for my everyday brushing! Even though our separate cultures were a world apart we both discovered our families use of these naturally occurring substances for healing and cleansing was very similar.



Used for centuries, bentonite clay and activated charcoal have stood the test of time in many cultures. These naturally occurring substances have remarkable and extremely therapeutic healing and cleansing properties, and they've been used both internally and externally by people for thousands of years. Ancient Egyptians, Greeks, Romans and Native Americans depended on these ingredients to obtain

dazzling smiles and for healthy vibrant skin and hair. You'll wonder why we ever diverted from ancient ways.

Healing clays and activated charcoal share some unique qualities which render them among the safest, most powerful tools available to use for detoxification and healing. Taking clay and activated charcoal internally and using them externally in the form of tooth powder, facials, poultices are some of the least known, yet most efficacious holistic methods for cleansing and detoxifying our bodies, and empowering our inherent healing intelligence.

A powerful trait clay and charcoal have in common is a property called adsorption. Unlike absorption, which is what sponges or dry paper towels do when they take on liquids, the adsorptive property of clay and activated charcoal is based on their negative electrostatic charge. This negative charge causes these substances to act like a magnet, drawing positively charged particles such as wastes, pathogens, poisons, heavy metals and other undesirable impurities into their huge surface areas, where these toxins are forced to cling and are held fast until eliminated.

10 Activated charcoal and Bentonite Clay Uses and Recipes



Tooth Powder

It's counter-intuitive to think a pitch black paste can lead to whiter and healthier teeth. It looks terrifying while you are doing it and you will absolutely think for a minute that you were duped into permanently staining your teeth. But then, you'll rinse your mouth and brush as usual and notice that your teeth are not only white again, but possibly whiter! You're going to agree a little mess is definitely worth whiter pearls!

How does it work?

Activated charcoal removes plaque and toxins that cause bad breath and teeth stains through a process called adsorption where these unwanted elements adhere to the porous surface of the charcoal. Unlike the bricks you use for your backyard barbecue, activated charcoal's enormous surface area is dotted with the numerous nooks and crannies that draw in and trap toxic substances in your gut like a sponge, preventing them from being absorbed by the body.

Bentonite Clay is full of minerals like calcium, magnesium and silica which are nourishing for the teeth. Like activated charcoal, bentonite clay can be taken internally to help with toxin removal so it's safe for use in the mouth.

Clay is alkaline. My charcoal and clay blend can actually be helpful in changing the pH and health of the mouth, and as such is effective in avoiding cavities and killing the bad bacteria present in tooth decay and gingivitis.

Does it whiten for everyone?

Your teeth may become discolored due to a variety of factors from poor dental hygiene to the food you eat to just getting older. Activated charcoal is shown to be attracted to a group of compounds known as tannins. Tannins can be found in common stain inducing items like wine, blueberries, cigarette smoke or coffee for instance. Those are the types of stains if you brush with charcoal, you can clean off.

Recipe:



2 table spoons Bentonite clay + 1 teaspoon Activated charcoal

2 teaspoons baking soda (optional)

1 teaspoon unrefined salt (optional)

1 teaspoon cinnamon powder or Xylitol Powder or Stevia (optional for flavor)

Instructions

1. **MIXING:** Mix the ingredients in a bowl or pint size mason jar and store in a small glass jar with a lid. We actually have a separate small glass jar for each family member since we dip our toothbrushes in it. Mix with a spoon or shake to

incorporate ingredients. This recipe makes about $\frac{3}{4}$ cup of tooth powder which lasts us for months. You can adjust the recipe up or down (Use teaspoons instead of tablespoons for smaller amounts). This will last indefinitely on the counter since there are no liquid ingredients and all of the ingredients naturally discourage bacterial growth.

2. **Customize:** You can customize the powder to your taste and all of the herbal ingredients are optional. Bentonite or baking soda would actually work alone or together as a tooth powder, but the charcoal has a strong whitening effect. You could also add more cloves, mint and cinnamon for an even more flavorful powder.
3. **DAILY USE:** Wet the toothbrush and dip into the powder. Brush until teeth are clean. Rinse with cool water. Can be used daily (or multiple times daily) and is fine for adults and kids.
4. **SINK CLEAN UP:** I suggest rinsing your sink and brush immediately after you spit as it can make a mess on counters and sinks. If you leave the charcoal to settle in your sink it will be harder to clean away later. You may also want to keep a microfiber cloth on hand to make cleanup easy (though it will come out of it as well).
5. **REMOVING CHARCOAL FROM TEETH:** After you rinse out the charcoal, some may linger between your teeth. Don't worry! It will dissolve on its own quickly without any additional brushing or rinsing. In 5 minutes it will be gone on its own.

Truth about Store bought toothpastes

You would be wise to avoid using any and all modern commercial brands of toothpaste as they are all poisonous and toxic and contain harmful ingredients such as sodium fluoride (a major ingredient in rat poison), propylene glycol (used in engine degreaser), sodium laurel sulfate, saccharin (a known carcinogen), and harmful petroleum-based dyes (red lake & blue lake), also reported to be carcinogenic.

Clean Up

The fine charcoal powder is messy! Our activated charcoal powder is very fine which allows it to do so many amazing things for your teeth, skin and body but you should be careful about where you open the bottle and how you apply it, as it wants to get into everything and can be hard to clean.

Here are some tips to make clean up easier:

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Here are a few other tips offered by customers:

- Use a dark towel to clean up.
- Try brushing in the shower for less mess.
- Dedicate a special toothbrush just for charcoal brushing.

Dr Sandra Wendall a dentist from Boxborough, Massachusetts offers us a 5 star review plus shared this suggested use sequence: *brush with charcoal*: 1) Brush with Charcoal, 2). *regular brushing* 3). *floss*, 4, *vigorous swishing*.

Detox Face Mask



Activated charcoal and bentonite clay are also popping up in all kinds of skincare products – from detoxifying beauty bars to activated charcoal Konjac sponges and indian healing clay for cleansing the skin. Mighty adsorption basically acts like a magnet for dirt, oil and other impurities. Natural clay and charcoal deeply penetrate your pores to draw out impurities and replenishes your moisture level with a concentration of minerals.

The big pay-off here is that you will feel rejuvenated and great right after, and you will notice your skin will have a pink flush which is just natural as the clay mask will increase the blood circulation in your face. If you're suffering from acne, you can give your enlarged and clogged pores a break by getting all that oil under control. And regardless of your skin-type, you don't have to worry about any residue build-up nor will it dry out your skin.



Recipe:

1 Tablespoon Clay + 1 Teaspoon Charcoal + 2 Tablespoon water

Mix with Water. Apply. Wait 5 minutes. Pat dry.



Directions

1. In a small non-metal bowl, add the bentonite clay and activated charcoal.
2. Use a small rubber spatula to mash and mix everything together. The clay will want to stay lumpy, so this takes a few minutes to mix thoroughly. *Note:* Do not use a metal spoon/bowl as it will react with the clay, making it lose most of its healing properties.

How to Apply this Mask

- To use, first gather your hair away from your face and wear a headband to keep your baby hairs away from your forehead. Then cleanse your face thoroughly and pat dry with a towel.
- Next, using clean fingertips or a small brush, scoop up the mixture and apply on your face and neck.
- Leave it on for about 5-7 minutes or until it dries up completely.
- When the time is up, rinse off thoroughly with warm water until the mask is completely off.
- Then splash your face with cold water to tighten the pores.
- Pat dry with a fluffy towel and immediately apply a pea-sized amount of coconut oil to moisturize.

My Tips

- Feel free to add other skin-healing ingredients such as raw honey, essential oils, lemon juice, etc. However, if your skin is sensitive and prone to redness, use the mask alone without optional ingredients.
- If you have acne/dry skin, you can add ½ tsp of raw honey for its amazing anti-inflammatory and moisturizing properties.
- Add a little organic raw apple cider vinegar for a more powerful bentonite clay and activated charcoal mask! Using ACV also makes it easier to blend the powders into a paste.
- How often? Since this bentonite clay and activated charcoal face mask has a powerful skin detoxifying effect as well as exfoliating properties, it's not necessary to use it every day. Once a week is perfect!
- Red face? If your face looks red after you remove the mask, don't panic. This is normal and will go away after a few minutes. The reason your face turns red is because the bentonite clay and activated charcoal both increase blood circulation or bring more blood to the surface of your skin while drawing out impurities, thereby causing it to appear red.

THE TRUTH ABOUT TOXIC STORE-BOUGHT FACE MASKS

Like most store-bought skincare products, face masks are often riddled with toxic chemicals and harsh ingredients that can cause allergies, disrupt our hormones and irritate our skin.

In fact, many of the acne-clearing face masks on the market contain super harsh ingredients, like Glycolic Acid and Salicylic Acid, which are not only super expensive, but also break down and thin our skin, weakening it over time and causing dehydration, excessive oiliness, severe redness and irritation (source).

And other face masks, like Borghese Fango Delicato Active Mud, often contain parabens, which have been proven to mess with our hormones and cause reproductive and fertility issues.

Used on the Skin to Heal Eczema, Dermatitis & Psoriasis

When combined with water and left to dry on the skin as a clay mask, the clay is able to bind to bacteria and toxins living on the surface of the skin and within pores to extract these from the pores. This helps to reduce the outbreak of blemishes, alleviate redness, and also to fight allergic reactions from irritating lotions or face washes, and even helps help poison ivy.

Thanks to the clay's special ability to act as an antibiotic treatment when applied topically to the skin, the clay can help to calm skin infections and speed up healing time of wounds or eczema, even when prescription antibiotics were not able to help solve the problem.



Detox Colon Cleanse

Many holistic health practitioners believe illness and disease begin with a toxic colon. Removal of waste matter is paramount to healthy colon function and to optimum physical health. Two of the best products for cleaning out the colon are *activated charcoal* and *bentonite clay*. A mixture of both of these relatively inert substances has long been used to cleanse the digestive system, reduce or eliminate food allergies, eliminate constipation, and successfully combat candida infections. Activated charcoal and bentonite clay **adsorb** heavy metals and toxins, which adhere to the surface of charcoal and clay due to their unique physical properties and naturally

occurring electromagnetic energy. This combination can be very effective for pulling toxic substances from the tissues and bloodstream, to be deposited and eliminated in the digestive tract. Bentonite clay may also enrich and balance the blood due to its high mineral content.

Historical Use

Though they have been largely forgotten in recent times, healing clays have been used by cultures throughout history for their nutrients and to help rid the body of toxins.

Dating to before written history, clay has been used by native cultures as a powerful regenerator and healing agent. It was commonly used to support the intestinal system in the elimination of toxins, heal open wounds, and mend fractured bones. Primitive tribes on almost all continents have used clay for conditions of toxicity. Many animals will also turn to eating clay to help remove poisons from their systems during times of illness or distress.

For over 10,000 years, healers from Chinese Medicine, Ayurvedic Medicine, and Western Medicine have used activated charcoal to soak up poisons and improve intestinal health through a process called “adsorption” which means “to bind to” rather than “to absorb.” Using activated charcoal as a medicinal agent dates back to 1550 BC to treat for poisoning.

Today, beyond use in hospitals as an antidote for drugs and poisons, activated charcoal is a global remedy for general detoxification, digestion issues, gas, bloating, heart health, and anti-aging. It is a part of my mold toxin detox protocols. In fact, unscrupulous industrial cattle mills intentionally alter spoiled feed with activated charcoal, knowing it will allow them to increase profits without killing the animals.

Internal detox clay regimens have been gaining popularity with good reason. Increasing awareness how environmental toxins are linked to obesity, autism, Alzheimer’s, allergies and obesity are increasing the demand for organic and natural foods and touching off a movement to detoxify our bodies. The world we live in has more man-made toxins than it used to, and food from industrial restaurants is of questionable quality. Both of these factors can trigger food cravings and lower performance, which is why my family and I take activated charcoal whenever we eat at restaurants. The difference is dramatic. It often prevents you from feeling bloated and tired after eating a big restaurant meal. When I feel unusually moody or suddenly tired, activated charcoal helps me get back in the game within minutes.

How Clay and Charcoal Attracts Toxins

We come into contact with a range of toxins numerous times every day, as toxins are given off from common products like paint, cleaning supplies, markers, and substances

used in building homes. It is quite common to inject a range of different toxins just by breathing in the fumes that are present all around us, not to mention the toxins that we receive from an unhealthy diet filled with low-quality processed foods.

“Heavy metal toxins” usually refer to substances like mercury, cadmium, lead, and benzene. These can be found in the products previously mentioned, and also in foods that contain high fructose corn syrup or certain types of fish. Bentonite Clay benefits your body by helping to expel many of these toxins and therefore increases immunity and reduces inflammation. It has the ability to produce a charge that is *electrical in nature* when it comes in contact with liquid. When the clay touches any type of fluid (normally water) it takes on a different charge and is thought to bind to any present toxins within the fluid.

An Activated Charcoal & Bentonite Clay Detox Cleanse is safe! *It is not digested, nor is it absorbed into the bloodstream.* You can detox cleanse with a CC Shake daily, whether you are a man or a woman, a baby or an adult. Pregnant women can also drink daily.

Drink the *CC Shake* on an empty stomach. You must not eat for one hour before taking the drink and one hour after drinking the drink. That is very important. Otherwise the nutrients from your meal are just going to be negated by the Activated Charcoal and Bentonite Clay and won't be absorbed.

Activated Charcoal though is ineffective in trapping other particles such as sodium, and nitrates. It can not absorb and attract stuff such as: -Lithium, sodium, lead, and arsenic, Alcohol, Hydrocarbons. So Activated Charcoal will remove some type of toxins and not remove others.

CC Shake Benefits

With a good detox cleanse, not only will you feel a greater sense of wellbeing, and be setting the stage for better overall health, maybe even lose weight. Weight gain is often caused by accumulation of toxic substances in the body.

- Promotes metabolism of the body
- To help speed recovery from vomiting and diarrhea
- Corrects digestive disturbances like acid reflux, constipation, bloating, gas, etc. (Kaolin clay was common ingredient in medicines like Maalox and Roloids for years)

- This has helped improve my digestion and also seems to give me more energy.

Patience Please

Some people tell me they didn't experience results. My answer is it works on everyone; just that the results are different. If you went to a gym and worked out for an hour and didn't lose a pound, would you quit? Exactly. The treatment is a *process*. It takes time to heal and rejuvenate our bodies.

"Everyone wants a quick cleanse or a 24 hour detox. Sure, party for a decade and then try to clean up the whole mess in a few minutes, it's not going to happen. Any Cleansing or Detoxification Program is a total joke unless you do a thorough bowel cleansing for a few weeks **FIRST!**"

- Dr. Richard Schulze

You've probably been accumulating toxins for years, so it's only fitting that it would take more than an afternoon to purge yourself of impurities. Conditions involving serious digestive failure can even take 1-2 years to resolve even when using an effective protocol. Just listen to your body throughout the process, and monitor your symptoms to see your progress.

My recommended dosage:



Always start slowly; start by using half teaspoon of clay mixed with a half teaspoon charcoal. After a couple days increase your dosage to 1 full teaspoon. I do recommend the consumption of your shake be limited to twice daily and within two hours of meals.

That's my recommended dosage however you should always learn to listen to your body! It knows what it needs. Modify your diet! There is no perfect "out of the box" dietary philosophy that we have been able to identify. People are individuals, and there are at least 12 core genetic factors that influence what type of diet may be best for any individual. If you have a very hard time eating correctly for your body, then get a whole food kosher meal product such as "Ultimate Meal" by Ultimate Life, and religiously make at least 1 shake daily, at least 5 times weekly.

Fasting

An Activated Charcoal & Bentonite Clay Detox Cleanse is most effective during a fast. Fasting in general, enhances colon activity. The break from food allows for a resting period of the whole intestinal tract, offering a time for these organs to "catch up" and self-heal.

While especially suitable during a fast, a CC colon cleanse can be performed at other times as well. Use any time your system feels sluggish, you feel heavy or bloated, or you are even slightly constipated.

Daily ongoing use is beneficial. For daily consumption, time your shake between meals so the detoxification process can do its magic without interference.

Precautions

Do not use charcoal or clay within two hours of any medicinal substances. Use can reduce the effectiveness of prescribed medications like lithium or antibiotics.

Always *start slowly*; start by using half teaspoon of clay mixed with a half teaspoon activated charcoal. After a couple days increase your dosage to 1 full teaspoon.

Never use or prepare bentonite clay on metal surfaces or with metal stirring rods. It reacts with metals and may lose its potency rather fast, making it useless for internal detox or for external use.

Final warning, if you use activated charcoal, it will stain your poop black. This is great because it tells you how long food takes to go through your bowel (called transit time), but it can be surprising. Our kid's preschool called once, concerned over dark stools. I had to explain the difference between bloody stools (which are black) and charcoal.

I HIGHLY RECOMMEND that you follow these tips! After all, you paid your hard earned money for my detox cleanse, don't you want to get the BEST results with it? Is a silly indulgence worth ruining your results?

Alleviate Gas & Bloating

After digesting foods like beans, the decomposition process from bacteria in your body creates byproducts like gas or diarrhea. Activated charcoal enters the digestive tract and counteracts this process by binding to byproducts and alleviating these digestive issues.

Charcoal is a well known remedy for absorbing toxins in the stomach. And it does wonders beating bloat and gas. Heavy foods seem to especially weigh your stomach down in summer. And let's not even talk about the temptation of cold ice cream for those of us who are lactose intolerant! When I wake up feeling groggy and, well, gross, I add a couple of activated charcoal capsules to a morning smoothie.

Thanks to its ability to neutralize bacteria in the gut and kill viruses, bentonite clay helps to alleviate many digestive problems. It is often used as relief for nausea and vomiting by pregnant women, is a safe way to **remedy constipation**, and helps with IBS.

Results from one study carried out in 1998 showed that bentonite clay was extremely successful at absorbing harmful rotavirus and coronavirus toxins within the gut of young mammals. Rotaviruses are one of the leading causes of gastrointestinal distress, such as diarrhea and nausea, in infants and toddlers.



Dosing recommendations to alleviate gas and bloating: Take 1 tsp activated charcoal and 1 tsp bentonite clay one hour prior to a typical gas-producing meal, with a full glass of water. Follow with an additional glass of water immediately thereafter to help get the charcoal into your system, where it can bind with gas-producing elements.

Banish Bloat Smoothie: My go to smoothie recipe is 1 cup milk, 1 cup frozen blueberries, 1/4 avocado and a handful of spinach. Add 1 tsp charcoal as needed. If you take prescription medication, talk to your doctor to make sure the charcoal doesn't interfere with absorption.

Baby Powder Alternative

Bentonite clay can be applied to any area on the skin of babies that is irritated, red or needs soothing in the same way that traditional powders are used. Plus, it is very gentle and naturally cleansing.

Apply a small amount of the clay directly to the skin and allow it to sit for several minutes before wiping/rinsing it away.

Antidote for Drugs and Poisons

For emergency poisoning swallowing charcoal could be the first step, followed by immediate medical attention. Charcoal is an age-old remedy for counteracting poison in the body. **Activated charcoal** works by trapping toxins and chemicals in its millions of tiny pores. Typically, however, it's not used when petroleum, alcohol, lye, acids or other corrosive poisons are ingested. If you ingest poisons such as bleach, fertilizer, or even alcohol, taking a single large dose of activated charcoal helps your body flush out the poison faster. Activated charcoal adsorbs most organic chemicals, many inorganic chemicals, drugs, pesticides, mercury, and even lead before they harm your body.

If you're poisoned, go to the emergency room! But, there's no reason you shouldn't start binding a poison right away. I know a man that inadvertently took a huge dose of Tylenol (the capsules were in the wrong bottle), which is highly toxic to the liver. He realized his mistake, took a handful of activated charcoal capsules, and went to the emergency room. His liver was undamaged, and he credits the charcoal.

Hangover Relief

While activated charcoal does not adsorb alcohol, it does help quickly remove other toxins from the body that contribute to poisoning. Alcohol is rarely consumed in its pure form; mixers that include artificial sweeteners and chemicals are common. Activated charcoal removes these toxins.

In addition, when activated charcoal is taken at the same time as alcohol, some studies show it can significantly reduce blood alcohol concentrations. Princeton University's *First Aider's Guide to Alcohol* indicates that activated charcoal is administered in some situations related to alcohol. This includes if the individual is unconscious or showing signs of acute alcohol poisoning.

Better Heart Health

Studies around the world show that activated charcoal reduces bad cholesterol and increases good cholesterol as much as some prescription medications. In a recent study, patients with high cholesterol who took activated charcoal three times a day showed a 25% reduction in total cholesterol. They also doubled their HDL/LDL cholesterol ratio. Studies examining microscopic tissues show a daily dose of activated charcoal may prevent abnormal hardening (sclerosis) in heart and coronary blood vessels.

Activated Charcoal for First Aid

I recommend activated charcoal as a part of first aid kits, both at home and at work. In the event of an emergency where toxins, drugs or chemicals are ingested, it's imperative to call 911 immediately. If you have activated charcoal on hand, be sure to tell the operator; the operator may advise to administer it prior to the first responder's arrival.

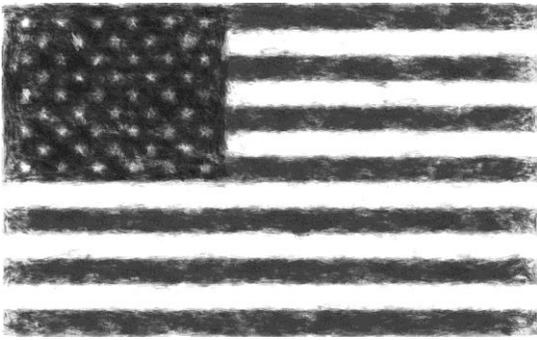
Depending on the amount of toxins or chemicals ingested and types of toxins, multiple doses may be required. At the hospital, physicians are able to administer more as needed.

Detox for Small Skin Lesions

For small issues like insect bites or stings, mix a little *charcoal* or *clay* powder with water to form a paste. Apply to the area and cover with a bandage.

For deeper detox, a gel will stay moist longer. Add 2 parts water to 1 part charcoal and 1 part ground flaxseed. Stir until thick.

Made in the USA... mostly



Clay - Our Clay is from a pristine, subsurface volcanic mine in Death Valley, California. Unlike cheaper, surface-mined bentonite clays, Our

Neutripure clay comes from a deep subterranean vein, where no environmental contaminants can reach. It doesn't need to be artificially cleansed through an irradiation process

(which reduces clay's power). The healing clay is sun-dried for up to six months in temperatures that sometimes reach 130 degrees. You can be confident there are no toxins, pathogens, medications or chemicals being absorbed by your body. This highly-charged, pure calcium Montmorillonite clay has a drawing power of 33 times its weight and an alkaline pH of 9.7. It is brought into being as a result of volcanic residue/ash deposits that have settled on the earth. As the ash settles for thousands of years, it continually absorbs nutrients and minerals from the earth. The combination of the ash, minerals and nutrients results to the formation of the clay.

Charcoal - The coconuts are sourced from the Philippines. And original charring process is completed in Cebu, Philippines. The final charcoal steam activation process is done in Crawford, Nebraska. Processes including formulating, filling and idea hatching are done by my husband and I in Saint Paul, Minnesota.

What is “activated” charcoal mean? Activated means it is purified or refined. Coconut shells are heated to create a char. This char is then "activated" in a furnace at high temperatures of 1,700° to 1,800°F with steam.

I hope you find this helpful and enjoy your purchase. I want to personally Thank You for being one of our customers. I LOVE our customers and will always be here if you need me. Lydia McSwain- Janota

