



***Novi Cleanse  
(23 day cleanse)***

**Recommended the 5<sup>th</sup> week of the Ideal Protocol**

Our Natura Natural Body Cleansing Kit contains 3 powerful products that work in synergy to aid in elimination of toxins.

**Novi-Renel** – Helps Support normal renal function  
Ingredients include: Ash-Tree, Bearberry, Birch-tree

**Novi-Lax** – Used traditionally as a laxative for relief of occasional constipation  
Ingredients include: Psyllium, Aloe Vera, Prune (powder)

**Novi-Pur** – Supports natural toxin elimination  
Ingredients include: Barberry, Dandelion, Sarsaparilla, Burdock, Chamomile, Cascara Sagrada, Sage, Yellow Dock Ash

As we live our everyday lives we accumulate various toxins from a myriad of chemical substances which if not promptly eliminated can over time accumulate in our body. Environmental threats that historically we never had to deal with.

It is thought that this can contribute to many diseases, which we have only seen in recent years (ie: fibromyalgia, various immune disorder diseases, ADD/ADHD, etc) There fore it is a prudent idea to proactively, periodically assist the body in eliminating this accumulated “toxic load”.

Cleanses have been part of natural medicine for centuries. Although new to modern medicines, many contemporary Practitioners see the value in an annual or bi-annual detoxification program. Novi-Cleanse aids the body’s major organs of elimination (liver, kidney, digestive tract) in ridding these toxic substances.

Michael P. Ciell  
Vice-President of Clinical Operations  
Chief Science Officer  
Ideal Protein

## **NOVI-CLEANSE DIRECTIONS:**

**DAY 1: After breakfast take: 1 Novi-Renal and 1 Novi-Pur capsule  
After supper take: 1 Novi-Renal and 1 Novi-Pur capsule  
At bedtime take: 1 Novi-Lax capsule**

**ALWAYS DRINK AT LEAST 2 LITERS OF WATER PER DAY THROUGHOUT THE CLEANSE!**

**DAYS 2-23: After Breakfast take: 2 Novi-Renal capsules and 2 Novi-Pur caps  
After supper take: 2 Novi-Renal capsules and 2 Novi-Pur caps  
At bedtime take: 1 to 3 Novi-Lax capsules\***

- **The purpose of the Novi-Lax is to normalize elimination via the bowel. The goal is to have a 'soft bowel movement daily'. Some people will only need one capsule per night to achieve this, others may require up to 3 or 4 capsules.**
- **Never exceed 4 capsules per night.**
- **This product will not cause dependency on laxatives, but those who have 'sluggish bowels' may want to use this as an ongoing maintenance product once the initial cleanse is completed.**
- **Again, always make certain the client is getting enough water throughout the day, 2 liters is the strict minimum, 3 may be more appropriate. Clients should be encouraged to do a yearly cleanse as part of a comprehensive plan of preventative health maintenance.**
- **This product should not be used by women who are pregnant. Women who are breast-feeding should not use this product (the whole cleanse that is, the Novi-Lax by itself is fine) unless their pediatrician recommends it.**
- **As with any medication, if an unusual symptom appears, the client should stop the program and report this to the clinic where it will be evaluated.**