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Presents ...

# 5 Detox Scams To Avoid



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## SCAM #1 - Dangers of Rapid Weight Loss

Here's how I see it...

Rapid weight loss = rapid weight REGAIN + health problems!

Nowadays, people are searching for rapid weight loss programs and diets rather than permanent and healthy ways to lose their weight and reduce the fat.

Although it is possible to lose weight in a short period of time you should also be aware of the numerous dangers that are associated with rapid weight loss.



Rapid weight loss is the act of losing weight at an abnormal and alarming rate in a short period of time.

Any health care professional in their right mind would usually advise 1-2 lbs of weight loss per week. That's a healthy and very realistic weight loss plan. Depending on your diet and activity level you may lose more or less, but weight loss promises of 30-40 lbs per month is absurd and dangerous.

Losing a lot of weight quickly (a la "Biggest Loser") is a health disaster waiting to happen.

I understand that many people want to lose weight for an important event or to start their New Year on the right foot. But some suffer nothing more than disappointment. Others suffer lingering health problems even when rapid weight loss is achieved.

Here's the reality folks...

**5 Detox Scams to Avoid**

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Quick and easy isn't always the best (or safest) way to go!

Sure it's tempting, but it's not safe or sustainable. And don't let anyone tell you otherwise.

You can do some pretty serious damage to your health when you lose too much weight too quickly.

Here are a few problems associated with quick weight loss:

**Muscle loss:** When you starve yourself or severely restrict your calories (as is seen in many detox diets) your body begins to tap into its muscle mass for energy. Not a good thing mainly because that the less muscle you have, the weaker your metabolism!

**Reduced metabolic rate:** Nature has a way of protecting the body against excessive weight loss. Aside from losing muscle mass, if your calorie count suddenly drops, your body will compensate by reducing your metabolic rate. This is also why people on crash diets immediately regain weight once they stop dieting – a slow metabolism + sudden surge of food = easy weight gain.

**Malnutrition/Dehydration:** Let's say you're following an extreme weight loss or detox diet that involves very few calories (ie. the master cleanse). Where do you get your nutrients on such a program? Furthermore, using herbal laxatives and other weight loss stimulants will damage your digestive and intestinal tract, reducing your body's ability to digest and absorb what it needs.

At the same time, the use of laxatives can increase your likelihood of dehydration since your colon is constantly stimulated to evacuate its contents, which includes a ton of water.

Do I even need to discuss the problems associated with malnutrition and dehydration? I didn't think so.

**Hair, Skin, and Nail Problems:** Malnutrition leads to lack of vitamins, minerals, and vital macronutrients, which results in fewer building blocks for your skin, hair, and nails. This can result in brittle or broken nails, dry scalp and hair, a loss of hair, and dry callous-like skin,

**Diarrhea or Constipation:** Attempting to lose weight too fast can lead to severe diarrhea or constipation, depending on the weight loss tactics you're employing. Diarrhea is a concern because of the vast amount of water and electrolytes that are lost, as well as the fact that nutrients are often evacuated too quickly to be absorbed properly.

Constipation can become a serious concern as immobile stool can re-circulate toxins back into your body, foster the growth of unfriendly, cause additional weight gain, and put additional strain on your digestive system.

**Weight Regain:** Studies have pretty consistently shown that those who lose quickly are more likely to regain their weight. As the saying goes, "easy come, easy go!"

More seriously though, frequent "yo-yoing" of your weight (as well as being overweight) has been correlated with a greater risk of heart disease.

Science has consistently shown that you're better off losing weight at a moderate rate (1-2 lbs) if you're interested in keeping it off and staying healthy!

The reason I wanted to discuss rapid weight loss in this post is because that's what is promised by most cleansing kits and detox diets. But as we've seen, losing weight quickly is not a very desirable objective.

Instead, the pursuit of health, through clean eating and regular activity (not herbal laxative and lemonade diets) will always be a safer and more sustainable approach.

## SCAM #2 - Acai Berry Cleanse Scam

If you've been living on planet earth the last few years, you've undoubtedly seen and heard about the touted benefits of the acai berry cleanse, right?

And you've probably also heard about the money-making scams that a lot of these acai berry cleanse sites have been running.



We'll save the fraudulent credit card activity for another day.

Today, I want to tell you the truth about the acai berry cleanse scam because there a lot of myths that need to be unmasked!

Can the acai berry cleanse help you lose weight? Are these berries worth the money or are they just another fad "superfood" to become the latest craze?

All that and more in today's article on the acai berry cleanse, so keep reading!

Let's start with what an acai berry is. It is a small, purplish berry that grows on the acai palm tree. It grows primarily Central and South America. Acai is especially popular in Brasil and is kind of like the blueberry of that region.

The berry is high in fiber, omega fatty acids, and antioxidants. But so again are most other berries.

Let's continue by first looking at the antioxidant properties of this super berry.

## **Antioxidants in Acai Berries**

It's no secret that antioxidants are extremely important for your health. You'd be hard-pressed to find even one study that doesn't indicate antioxidants can improve health, help cure disease, and even promote longer life.

According to a study from the Journal of Agricultural and Food Chemistry, the total ORAC value (the gold-standard for measuring antioxidants levels in food) of freeze-dried acai berry is 102,700 units per 100 g.

This is very high. In fact, acai berries have slightly greater ORAC value than raw cacao, making one of the top 5 foods in terms of antioxidant levels.

But just how much acai berry do you need to consume to get any real benefit? And how much would that cost, considering that 99% of people reading this don't have acai berries growing in their backyards.

We'll find out in just a moment...

But first, I need to expose the biggest fallacy with what most people associate with the acai berry cleanse...

Rapid and extreme weight loss!

Acai Berry Cleanse and Weight Loss

I can't tell you how annoyed I get when I see an ad displaying ripped 6-pack abs only to find out that the product being promote is a jar of acai berry pills!



There's absolutely no association between the two. Even if you ate pounds upon pounds of fresh acai berries each day, you wouldn't lose a ton of weight and you surely wouldn't get ripped enough to see those wash-board.

You need to be aware of this!

With the new year fast approaching, more and more people will be exposed to the "supposed" benefits of acai berry juices, pills, and other gimmicks but do not get taking for a "ride".

All of these weight loss miracles are absolute garbage. And let's not forget about the fraudulent schemes behind most of these acai berry cleanse scams.

There is absolutely nothing documented or research-based that can substantiate any weight loss, let alone extreme weight loss, claims.

While acai berries do contain numerous health-promoting properties, they definitely shouldn't be what you're banking on for overnight weight loss!

After all, you are probably better off saving your money (you'll see why in a second) and eat a pint of blueberries each day then wasting hundreds of dollars a month in acai berry juices and pills.

Plus, one "superfood" will NEVER overpower your overall diet.

### **The Financial Burden of Acai Berries**

High quality acai berry supplements and not juices are not cheap. Depending on the quality and source you can expect to pay \$35 to \$80 for a single bottle of acai berry juice.

That's a lot of fresh produce if you ask me.

And again, what good is 1-2 ounces of acai berry juice going to do for you in relation to your overall diet?

Not much.

If you're already eating well, great. Keep it up.

If your diet is crap, then save your money and focus on cleaning up your diet with proper whole foods.

That, in combination with regular exercise, will help you achieve your weight loss goals faster and for longer than anything else you will ever come across.

That's the truth. Even if you don't want to acknowledge it.

But let me play devil's advocate for a second.

Let's say you buy a bottle of acai berry pills that gives a ONE month supply for just \$30.

Typically, that would yield just one acai pill per day. Not much.

And what has science revealed to us about supplements vs. whole foods?

Whole foods are ALWAYS better. Your body recognizes how to assimilate them since each component in the food assists in the digestion/assimilation of the overall food.

Supplements and pills that isolate only one compound from a food come nowhere close to matching the bioavailability or efficacy of a whole food.

Therefore, you might as well put that \$30 towards a few pints of blueberries or green vegetables.

Even if you're drinking acai berry juice you don't know how long ago it was bottled. You have no way of knowing the pureness or nutrient quality of that product.

(I guess none of us know anything about any food we eat for that matter).

But the fact remains, you're far better off putting your money into real food that can be part of your daily diet than you are relying on one daily pill or shot of acai berry juice.

It just doesn't make sense.

And unfortunately millions of people have been tricked into believing that these kind of gimmicks will actually help them lose dramatic amounts of weight without doing the hard work that is required to do so, normally.

At best, any benefits reaped from these kinds of ploys can only be short-lived because they don't teach you how to change your dietary and lifestyle habits. And for that reason, I would NEVER recommend you or anyone else waste your money on them!

## SCAM #3 - Colon Cleansing Detox Scam

Have you ever seen a picture that looks like this?

If you have, it's probably been in the context of some kind of colon cleansing detox, right?

The "experts" tell you that this gunk is what's stuck in your colon and only their cleanse will bring it out.



But what if I told that these pictures were nothing more than a David Blaine-like mirage. A clever little science experiment, if you will.

Well that's exactly what's going on.

And it all comes down to one simple ingredient...

Psyllium.

Inside your body, psyllium gel molds to your colon and can look like impacted fecal matter, but it isn't.

Many clever companies have realized psyllium's demonstrative potential and now sell pre-packaged mixes described as colon cleansing detox aids. Dramatic testimonials from those using the products describe long, black ropy masses in the toilet.

These people are so happy that this stuff, that they assumed was inside them for decades, is now out.

The black, solid mass is assumed to be impacted waste. But it's nothing more than the reaction of psyllium within your digestive tract!

The main ingredient of these types of colon cleansing detox kits is usually psyllium seed, or psyllium seed husk.

There may also be a mix of herbs, perhaps clay, flax seed, and/or other fiber sources.

And because we've been taught that fiber is good for us...most people assume that these types of concoctions are viable cleansing options.

But let me show you exactly what's going on and how you can replicate this supposed "fecal matter" with nothing more than a glass of water and psyllium (aka. Metamucil) husk from your local health food store.

You've probably figured it out by now. The stuff people see coming out after they use the "cleanse" isn't a mass of old impacted wastes, it's a mass of psyllium, with some waste mixed in.

If they continue taking the psyllium mix, they'll keep seeing more of the same.

And that falls right into the hands of those clever marketers and product creators...

Users will continue to believe that they were full of yards and yards of prehistoric waste. They might even go so far as seeking out regular colonics to remove the "impacted waste".

### **Psyllium Promises Big Things Without the Hefty Price Tag**

Metamucil, which we've all seen on TV commercials and probably in our parent's pantry, is nothing more than psyllium husk with flavoring.

It's not that expensive (usually less than \$20) but, in my opinion, has expensive consequences to your health.

Check out the ingredient list from the “Metamucil Sugar Free Pink Lemonade Smooth Fiber Supplement” and you’ll see why...

### **Ingredients**

Psyllium Husk, Maltodextrin, Citric Acid, Aspartame, Acesulfame Potassium, Natural Flavor, Red 40

### **Active Ingredient (in each TEASPOON)**

Psyllium Husk, Approximately 3.3 g

### **Inactive Ingredients**

Acesulfame Potassium, Aspartame, Citric Acid, FD&C Red No. 40, Maltodextrin, Natural Flavor

I pulled this information right off the Metamucil website. When I was there I also realized that this fiber supplement is product of Procter & Gamble – a multinational conglomerate that has no interest in the health or well-being of the consumer (I don't care what they say!)

I don't know about you but I don't consider ingesting aspartame and artificial food dyes and other chemicals is part of a healthy colon cleansing detox or overall diet regime.

### **Want a Better Colon Cleansing Detox option?**

How about this...

Eat any natural foods that contain fiber!

Since the beginning of time, humans have evolved to thrive on plant-based diet of unrefined whole foods.

Such a diet contains plenty of fiber from vegetables, fruit, nuts, and seeds. And don't believe for a second that grains are a good source of fiber, because they're not!

But we'll save that issue for another day.

The secret to a healthy colon is simply to eat a variety of high-fiber plant-based foods, while avoiding those foods that clog and irritate your colon.

It's really that simple. At least in theory.

The difficult part for most people is putting this knowledge into practice.

But don't worry, we'll show you how very shortly.

So why is fiber even important in the first place?

Let's have a look at...

### **What Dietary Fiber Does**

Insoluble fiber sweeps the colon and helps move waste along the intestinal tract. Soluble fiber absorbs toxins, excess cholesterol, and water so the stools are soft and bulky.

Fiber also provides nourishment for the beneficial bacteria in the gut, which ferment the fiber. Acids such as lactic acid, butyric acid, and proprionic acid are produced. Lactic acid has a laxative effect. Proprionic acid is used as a fuel by the cells in the colon wall. Butyric acid helps the immune system. These acids suppress help to suppress candida and harmful bacteria.

The problem with refined foods (other than their lack of nutrient quality) is that they have been stripped of their fiber.

White rice, white flour, sugar, etc... are just a few examples of refined products.

So now that we've shed some light on these common colon cleanse scams let me sum up with a few take home messages:

**(1) Avoid suspicious cleanse kits** that promise to rid your colon of something that isn't there in the first place. Instead, simply increase your fiber, fruit and vegetable intake from whole foods. If you have serious, chronic constipation problems, you can remedy this problem naturally in most cases – as long as you follow the right guidelines (which we will show you shortly).

**(2) You don't need a fiber supplement!**

Save that \$20 you would spend on Metamucil and put it toward natural whole foods that are naturally high in fiber.

**(3) Don't trade your health for convenience.**

TV commercials and magazine ads want you to buy their food or supplement. They tell you that it will help you lose weight, get you regular, and help get your life back on track.

Unfortunately, what these are not telling you is that you can achieve these goals in a safer and more sustainable manner by cleansing your body naturally through a whole foods-based diet and regular exercise.

I know that isn't as "sexy" or "convenient" as just drinking a special drink or taking a pill but it's the truth! The only truth.



The sad reality is that too many companies have jumped on the quick fix bandwagon when it comes to cleansing. I will never endorse that. But I want you to realize that cleansing doesn't have to involve taking pills and special concoctions.

True (and safe) cleansing is done through food. And that's exactly what you'll learn from us.

### **Fun Science Experiments to Try**

Want to see this colon cleansing detox scam for your own eyes? Try these fun science experiments...

**WARNING:** Consult your physician before attempting #2 and #3.

1: Take some psyllium husk, mix it with water in a glass, and let it sit until it gels. Turn the glass upside down. Out slides a mass of gel in the shape of the glass.

2: Take some psyllium husk, mix it with water in a glass. Don't let it sit until it gels, or it will be difficult to drink. Put the psyllium husk and water into a human digestive tract, ie. swallow it down. After an appropriate interval, you will see a mass of psyllium gel, in the shape of the inside of a human colon, slide out the other end of the human. Various other materials may have become mixed with the gel as it travels through, giving it a more interesting appearance from the gel in the glass.

3: Repeat the two experiments above, but this time add ground herbs, powdered clay, etc. to the psyllium husk before mixing it with water. When the mass slides out, it will probably look more dramatic than before. For instance, some clays (common cleanse ingredients) will make the mix look black. Herbs may make it look strange.

## SCAM #4 - Herbal Laxatives for Weight Loss

Do you know anyone whose ever used herbal laxatives to lose weight?

I do. Actually I know more than just a few people who've fallen prey to the promises of quick weight loss with the use of herbal laxatives like cascara sagrada and senna leaf.



Herbal laxatives are attractive because they are a quick and easy way to cleanse your colon, thus helping you lose weight.

Less junk in your colon usually means less weight overall, and what could be easier than purging everything out all at once to quickly lose a few pounds.

For years, millions of well-intentioned individuals have given into the promises of herbal laxative-based colon cleanses...

But at what cost?!

Are these herbal laxatives safe to use? Are they effective?

All that, and more, in today's eye-opening report on herbal laxatives, colon cleansing, and weight loss.

One of the most popular herbal laxatives has been cascara sagrada.

Cascara sagrada (also known as rhamnus purshiana, cascara, California buckthorn, sacred bark) has a long history of traditional use by native Americans. Cascara sagrada (and senna)

contains compounds called anthroquinones, which are responsible for cascara's powerful laxative effects.

Anthraquinones are stimulants and as most stimulants do, they trigger spasmic contractions in the colon, which creates the urge to pass a bowel movement. And because of this effect, cascara sagrada has become one of the most popular herbal laxatives in the cleansing and detox market.

In general, people use these laxative herbs to alleviate constipation, and ultimately lose weight. But this benefit is short lived, if at all.

After all, just because it makes you run to the bathroom, doesn't mean it's good for you.

### **Problems Associated with Herbal Laxatives**

The reason I don't recommend using cascara sagrada (and other laxatives) is that it isn't a healthy digestive or constipation aid. Like caffeine, it has a powerful laxative effect which basically spasms your intestines to eject their contents.

In the long run, such unnatural stimulation does more damage to your digestive tract, than good.

For instance, laxative abuse is potentially serious since it can lead to intestinal paralysis, irritable bowel syndrome (IBS), pancreatitis, renal failure, and other problems.

Furthermore, physicians and most natural practitioners generally warn against the chronic use of stimulant laxatives due to concern that chronic use causes the colonic tissues to get worn out over time and not be able to expel feces due to long term overstimulation.

Cascara and most herbal laxatives can be found in various forms including capsules, liquid extracts, and even in their natural form (ie. leaves, dried bark, etc...).

And to show you just how unnatural cascara's "poop"- inducing effects really are consider this...

It is recommended that fresh cascara bark NOT be used because it can cause bloody diarrhea and vomiting.

Sounds freakishly dangerous to me!

Furthermore, most natural practitioners suggest that cascara sagrada should not be used for longer than 7 days in a row. Nor should pregnant or nursing women, nor children use it!

Hmmmm....I wonder why?

In my eyes (and experience), they herbal laxatives don't need to be used at all.

Here are some more contra-indications for the use of these powerful herb. You should avoid them if you suffer from...

- Diverticular disease,
- ulcerative colitis,
- Crohn's disease,
- severe hemorrhoids,
- blood vessel disease,
- congestive heart failure,
- heart disease,
- severe anemia,
- abdominal hernia,
- gastrointestinal cancer,
- recent colon surgery, or
- liver and kidney disease.

It's beginning to sound more and more attractive, isn't it?

All this so you can become more regular? Doesn't make much sense. Seems like quite the trade off, especially when there are safer and more sustainable ways of ending constipation.

Believe me, I can show a much more natural way of doing so. Specifically, I show my cleansing clients how with 3 simple steps they can become regular, for good – ending their days of painful constipation.

And I can show you the same, if you're so inclined.

But before that, let's have a look at TWO of the more serious side effects of regular cascara sagrada use:

1. Strong cramping in the abdomen (due to muscle contractions, electrolyte imbalance (loss of potassium) and loss of body fluids, and
2. Bloody diarrhea, discolored urine, or vomiting.

Some reports have even shown that the long-term use of anthraquinones such as cascara sagrada has been linked to the development of abnormal colorectal growths and cancer.

Ok, I think I'm done bashing this common herbal laxative, which in my eyes is a detox scam you need to avoid in 2011 and beyond.

Again, I keep coming back to the point that although many of these herbal laxatives and detox pills promise attractive and quick results, you will NEVER see long-term health benefits from using them.

If your goal is to lose weight, a laxative may help clear out some gunk from your intestines in the short-term, but at what cost?

Is it really worth compromising the future health of your digestive system (and entire body) for a band-aid solution?

And that's exactly why I've put together this report on the 5 detox scams you need to avoid in 2011. Too many people are getting suckered into the "miracles" that these dangerous products promise.

Remember, if it sounds too good to be true – it probably is.

For long-lasting and true results, you need to make small incremental changes to the way you eat and live. I know that's not necessarily what you want to hear but...hey, that's the reality.

## SCAM #5 - The Truth About the Master Cleanse

If you've read anything I've written on cleansing and overall nutrition you'll know that I'm not a fan of unsustainable detox diets that promise nothing more than short-lived results.

And today, we're going to look at yet another example of one such detox scam that you NEED to avoid in 2011...

The master cleanse!

If you've ever looked into cleansing for weight loss, you've probably heard of the "amazing" results and other glowing testimonials about this patently absurd diet in which you essentially survive for 10 days, on nothing more than a drink made from water, lemon juice, maple syrup and cayenne pepper.

And yes, it does help you lose weight. Do you know why?

Because it's basically a starvation diet!

I mean how many liters of the "master cleanser" would you need to drink to make up 1500-2000 calories. Probably a gallon!

It's no wonder that it's so easy to lose weight while on the master cleanse.

You know what else would work too? Here are a few ideas:

- Drinking nothing but water for 10 days (ie. water fast),



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- Cutting your portion sizes by 75%
- Drinking nothing but 2-4 liters of pop for 10 days

I could go and on and on with countless examples of potential “diets” that will help you lose weight.

The one thing they ALL have in common is SEVERE caloric restriction – that’s it!

There’s nothing detoxifying about these approaches.

Any such approach is guaranteed to take off a few pounds in the short run, but just as guaranteed to put them back after it’s done. No one can survive very long on such a starvation diet, and many people find it extremely difficult even to complete it.

So let’s take a look at the components of the master cleanse diet.

Nearly all of it consists of water, which is essential for life. So that’s a good start.

Next comes maple syrup.

This is the ONLY source of calories in the diet and prevents you from starving at a faster rate than if it were not included.

The calories come from the sugar in the maple syrup. Why maple syrup? Who knows?

And I can only imagine what a high-glycemic index sugar like maple syrup would do to your blood sugar levels during such a fast – not a pretty sight!

Next, we add some lemon juice. Essentially, this drink is a form of lemonade using maple syrup instead of plain sugar.



Sure “real” lemon has some cleansing benefits for the liver but drinking sugar-laden lemonade is not the way to go!

Last is the cayenne pepper. I’m not quite sure why cayenne pepper would be included in a cleansing formula? Perhaps to mildly increase your metabolism because of its heat-inducing properties???

I really don’t know.

The only possible effect of this substance is to irritate the lining of the GI tract and to potentially cause diarrhea.

But the fact remains; the master cleanser is essentially a grueling, pain staking, and unsustainable way to detox your body. You know what...I can’t even consider the master cleanse a cleanse at all.

It’s a weight loss regime that uses extreme caloric restriction to produce its results – that’s what it is.

In fact, this entire diet is basically similar to relying on laxatives to help you shed those unwanted pounds.

But as we’ve seen, laxative abuse is, unfortunately, an all too common form of misguided dieting.

Laxatives decrease the time waste products remain in the colon. Their effect is to increase the expulsion of the colon’s contents – but a severe cost to your health!

One of the main reasons I don’t consider the master cleanse to be an actual cleans is that it breaks one of our cardinal rules of cleansing...

It overloads your body with sugar!!!

If there's one thing your body needs in order to detoxify properly, it's a limited influx of high sugar foods and drinks.

Not only is this important to reduce the burden on your digestive organs like the stomach, pancreas, and liver but reducing your sugar intake is absolutely critical for overcoming sugar cravings and re-establishing the ideal alkalinity within your blood.

I'm sorry but drinking liters of a high-sugar lemonade simply doesn't cut it.

And I seriously hope that you see that as well.

If you truly want to cleanse your body, lose weight, and better your health – for good – then you need to overcome your addiction to sugary foods.

Sugar is acidic. And acid is toxic in your body!

This can only be accomplished by removing (or at least limiting) sugar from your diet and by purifying your bloodstream of years of toxin and sugar build-up!

Again, there are very simple ways of doing this (that require your committed effort) that cannot be accomplished through the master cleanse.

But don't worry, I'll show you exactly how to do this when January rolls around!

For now, let me summarize by saying that the Master Cleanse program is basically a way to starve yourself, with just enough sugar to keep you going for a few days.

It's no weight loss miracle, because it's really no surprise that if you don't eat for a few weeks, you'll lose some weight.

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Before embarking on any kind of cleanse you should ask yourself...

“Is this a dietary approach that I can maintain for a long-time?”

If the answer is no, then it will provide little to no benefit to even start!

And that’s why the master cleanse is a detox scam you need to avoid in 2011!

And I didn’t even talk about the other troublesome component of the master cleanse – the salt water flushes! You don’t even want to know about those!

# Want a SAFE Cleanse That Produces LONG-LASTING Benefits?



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# About the Author

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Yuri has been helping people just like you lose weight, eat healthier, detox and cleanse, and get in great shape for over 12 years now. He's a Registered Holistic Nutritionist, Certified Kinesiologist, a High Honours graduate in Physical Education and Health, and a former professional soccer player.

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Yuri and his programs have been featured across tons of media including *Breakfast Television*, *Perfect Fit*, *A-Channel Morning*, *CTV news*, *e-Talk Daily*, *Global News*. He's also a frequent contributor to numerous magazines including *VIVA*, *Impact magazine*, *Wish*, and *Fitness Business Canada* - just to name a few.