



clean up your act

Consuming cold pressed juices for detox is the new rage. It also gives you a boost of vitamin, and ups your energy levels. by **RITIKA JAIN**

“I STARTED with a one-day cleanse from Antidote post-Diwali last year, and got hooked. I now do the one-day cleanse regularly (once in six weeks). The juices taste good and it doesn’t cost all that much. I feel fit and would recommend it to everyone,” says Gurgaon-based alternative healer Mita Bhan. Like Bhan, the latest trend of consuming cold pressed juices for detox or even just for the vitamins, has many takers already, for a variety of reasons.

➔ what are cold pressed juices?

Fruits and vegetables lose many of their vitamins and enzymes when cut and ground in a blender due to a process called ‘oxidation’ that results from the heat, static electricity, and large amounts of air pulled in by the blender. Cold pressed juices are, however, handcrafted and made with machinery that doesn’t produce any heat, hence keeping their nutritional value intact. They have

no artificial flavours, sugar, or additives (no water too!) and are unpasteurized, which helps retain all the raw goodness. They’re anything but simple extracts—most of the brands have teams of nutritionists, dieticians and medical experts who conduct experiments and calculate the health benefits. For instance, an apple-beetroot-carrot combination is good for boosting one’s immunity and aids in cell building, while a blend of apple, kale and spinach lowers cholesterol. The nutritional charts on the bottles indicate that almost all of them have zero fat content and most are certified by the FSSAI (Food Safety and Standards Authority of India). The only downside, because of the way they’re prepared, is a short shelf life—three days in a refrigerator.

➔ should you try them?

Apart from the detox properties, the juices taste good, and use an unusual mix of fruits and veggies, such as kale, *amla*, aloe vera, lemon grass, *ashwagandha*, green coffee and mangosteen, among others. They pack in a lot of fresh produce (2-3 kg a bottle) and, hence, give you more vitamins than the regular juice brands. Kids can also have these as a before- or after-school snack. “I have tried the Jus Divine detox plan four times. They have juices that are seasonal which benefits me as I don’t eat enough fruits otherwise. I now feel fit and fresh,” says Lavina Nambiar, a social media communication expert, from Mumbai.

➔ what’s a cleanse?

Our bodies work overtime to release the toxins we accumulate through processed foods, alcohol, caffeine, stress, as well as the environment. All this puts pressure

on our endocrine system, and the symptoms of toxic overload range from constipation, depression, anxiety, difficulty in concentration, and excess weight, to headaches, fatigue, fertility problems, frequent colds, heartburn, acne, insulin resistance, and sleep disorders. A juice cleanse replaces your solid food intake with juices, consumed every 2.5 hours for a duration of one, two or three days. It is a great way to detoxify, and offers your body a chance to repair itself. It allows for digestion to begin without sapping your energy, and instead, makes you feel lighter and more energetic. "I tried RawKing's Cleanse Commitment plan—one day per week for a month. You have to have nine bottles on that one day, so it's manageable, and the juices taste good. My metabolism has improved, and I feel light and fresh," says Saurabh Nehte, AVP, Barclays Bank, NOIDA. A cleanse helps to build immunity, boosts your metabolism, flushes out toxins, and gives you a glow.

Cleanses can also help with weight management and reducing water retention. However, if you're pregnant or nursing, diabetic or under special medication, ask your doctor first. Spinach and kale juices can cause further damage to people with diseased kidneys, as they're rich sources of oxalate, a natural compound that can increase kidney stones.

➔ getting started

Most of the brands are currently available in Mumbai and Delhi NCR, but are rapidly expanding to include other cities. Get on to the websites, and find a plan that suits you. "What I enjoyed about JustPressed is that the juice comes very well packaged and with clear instructions," says Aparna Jain, a Delhi-based professional. ●

DELIVERED TO YOUR DOORSTEP

Curious? Give it a shot—summer's ideal for a cooling, fruity detox.



RAW PRESSERY

Available at Nature's Basket stores in Mumbai and Pune, and at Foodhall at Palladium, Mumbai. Raw Starter (for three days) costs ₹900. Get customized packages like Raw Commitment (28 days) online at www.rawpressery.com



ANTIDOTE

They deliver in the NCR with pickup points at Malcha Marg and Lodhi Road. On offer are 3-10 day packages (with seven juices a day) starting at ₹1,750 per day. Details of other customized packages at www.antidote.co.in



JUSTPRESSED

They retail at Foodhall and Nature's Basket in Delhi NCR. ₹175 for a 300 ml bottle; ₹275 for a 500 ml bottle. A one-day cleanse costs ₹1,600 and a three-day cleanse is for ₹4,700. For more information, see www.justpressed.in



RAWKING

They take orders online. While single juices range from ₹125-150, a one-day advanced cleanse plan costs ₹1,299 and a three-day plan costs ₹2,400. They also offer weekly and monthly salad plans. For details, see www.rawking.in



JUS DIVINE

They deliver only in Mumbai, and take orders online. ₹150 for a 250 ml bottle; ₹250 for a 500 ml bottle; ₹400 for a 1 litre bottle. For more information, log on to www.jusdivine.com

* "I'd highly recommend these juices. They are rich in vitamins, minerals and antioxidants, and make the body more alkaline and toxic-free. They can be had as mid-morning or mid-evening energy boosters."

—Tripti Tandon, Gurgaon-based nutritionist