

The Juice Master **Skin Deep**

Plan

A close-up photograph of a woman with long brown hair, her head tilted back and mouth wide open. She is holding a small yellow lemon in her right hand, squeezing it so that juice is dripping into her mouth. The background is a plain, light color.

a natural alternative treatment for
eczema, psoriasis & acne

three ways to use this

Information To Help Your Skin

1. Complete the whole 30 day plan as designed:


To do this you must:

- ✓ *Read this PDF download in full...*
- ✓ *Set a date, get prepared and start!*

2. Follow the plan: (Take the concepts & apply them to your diet)

It's ideal is to complete the entire plan... However – I am a realist too! I am aware that if you have a small amount of psoriasis on your elbows, for example, your motivation will not be as strong as someone who is covered from head-to-toe, as I was. Also, not everyone feels as though they can, for whatever reason, complete such a strict diet and supplement plan.

If this is you: please read the whole download, and simply add certain foods and supplements to your daily diet which have been proved to help. One example would be Brazil nuts: they are the perfect balance of selenium and Zinc – excellent for skin repair. Even people who find a change of diet difficult, would have no problem adding half a dozen Brazil nuts to their diet each day.

I have added a  next to the essential items I feel you **must** at least include to make a difference. If you get a chance I would also listen to the audio, but that is not essential (USA and Australia only).

about the author

Jason Vale, aka The Juice Master, is a successful health and lifestyle coach and the best selling author on juicing / health / addiction. He has been described in the press as *"the UK's Anthony Robbins"* and *"the Jamie Oliver of the health and juicing world"*.

His books have **sold over 5 million copies** around the world and, along with his DVD's, have been translated into many other languages. His best-seller *'7lbs in 7 days: Super Juice Diet'* hit the **number one spot in ALL books on Amazon and on Play.com** and even knocked the *'Da Vinci Code'* from the top spot!



Disclaimer

The contents of this document should be used as general guidance only, and nothing in this document should be taken as medical advice or diagnosis. You should always consult a qualified medical practitioner before embarking on any plan of treatment, or if you have any concerns about your health.

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let's begin...

The aim of this plan is not only to show you how you can improve your skin, which I realise for many of you will be a miracle in itself, but to also illustrate how to manage your thoughts and diet, so you can maintain clear skin for the vast majority of the time.

Clearly, not all skin conditions are the same and some may take longer than 30 days to see the kind of results you're looking for, but, other than psoriasis, most conditions should show signs of improvement within 30 days.

Please don't panic if you do have psoriasis. This was the main skin condition I suffered from for years and it doesn't mean for one second that this plan isn't for you. In fact, it has been specifically designed with psoriasis in mind. All I'm saying is, depending on the severity of your condition, there's a good chance it will take longer to see results than if you have eczema. Eczema tends to be treated faster but again, this doesn't mean psoriasis is the "impossible" skin disease we have all been led to believe it is. In reality this skin condition, even in the hardest of cases, should see a good change in just 30 days and quite a difference within 60 days. For some people it can take as long as 9 months to see a significant change.

Now if you have been suffering with this disease for many years and have had to put up with things like having to wear long sleeves when it's boiling hot and waking up to a bed full of dandruff, then 60 days or longer to improve it should be 60 very welcomed days indeed. However:

30 days will have most people seeing some improvements.

If you have noticed **not once so far have I mentioned** a "cure", or that you will definitely be 100% clear of your condition within 30 days. The reason I have been careful with my words is that the last thing I want to do is to give false hope. It is true that some people do clear their skin completely, but this may not happen to you. There are many contributing factors to conditions such as psoriasis and not everyone will get clear. I am one of those for whom it hasn't cleared completely. But before you start to think, "What's the point of starting it then?" – let me tell you I'm 90% clear and I feel like a different person. In truth, for about 7 months of every year I'm 100% clear of the condition, but I can more than live with 90-95% clearance.

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I cannot even begin to tell you how wonderful it feels to be able to take my top off without people looking at me like I've got the plague. I cannot begin to explain the joy of being able to wear whatever I like and not feeling itchy. How flippin' brilliant it is to wear a black tshirt without fear of people all around thinking I should be using Head & Shoulders?!



Having any kind of skin condition is almost indescribable to those who have never suffered from one. A skin condition effects you physically, mentally, emotionally and financially. It can determine where you go; what holiday you go on; who you spend time with; who you will approach for a date; whether you go swimming or not; what clothes you wear; the list is almost endless.

*350 people, in the UK alone, commit suicide because of psoriasis!
A further 10,400 develop depression and 7,100 are diagnosed with anxiety.*

This is why I am supplying this download **free of charge**. If this information can help just one person improve their skin, it will have been worth it.

You will see throughout this plan that I have done whatever I can to make it easier for you to start – one of which is to stock all you may need on our website. I wish to make it very clear that you can buy everything you need elsewhere, and clearly you do not have to get these items from our site. I have simply done this to make it easier for you to get started and to make sure you can get all you need in one click (as opposed to having the stress of going to numerous stores).

it CAN be easy

The key here is not to over analyse the plan or allow what you have been taught about nutrition, health or skin conditions to get in the way of success. All you need to know is that this plan is just like the Rubik's cube. I don't know if you could ever complete that little 1980's nightmare, but one thing many people didn't realise is that the cube itself is very easy to complete... if you know how!

The fact is, and anyone who could complete the cube will tell you, if you simply follow the instructions all of the colours on the cube simply fall into place. It's the same with this plan.

*I cannot tell you how it works, or really why it works, I just know if you **follow it 100%**, for many people it just works!*

The inner workings of the human body are more complicated than we will ever know, but if you give the body the right environment to heal, it usually will. Like the cube, all you need to know is, if you follow the instructions everything just falls into place.

However, like the cube, if you miss just one instruction the result can be very different. All of the guesswork has been done for you. With that in mind let's begin.

*Just remember the **closer you follow the plan,**
the **quicker and better** the results.*

get the preparation right

All of the ingredients must be bought in advance except for all of the raw fruits and vegetables (clearly you can only buy so much in advance); and you must think about exactly where you will be, day by day and week by week so you don't get caught out.

If you have a party coming up in the middle of the plan you will need to be prepared on the food and drink front and you need to tell your nearest and dearest of what you're doing. It is essential that they fully understand why you are doing what you're doing and to fully support you. There is nothing worse than people who keep "encouraging" you that "it's OK" or "only a bit of this or that won't hurt".

I know that they mean well, but it doesn't help you and for the sake of your sanity it is imperative that you fully explain why "one" will hurt and why you must remain on the plan. What they won't understand is that you can actually have whatever you like, you are simply choosing not to. This is also something you need to remind yourself time and time again:

*You are **choosing** clearer skin over certain foods and drinks.*

what you will need

I realise that at first glance the following list could add up financially, but until this sort of thing is available on the NHS we, yet again, have to foot the bill. However, because I've no intention of segregating those who cannot afford the entire list, I've highlighted the absolute must-haves by putting an 🧑 next to them. Even if you cannot get hold of the others for either financial reasons or because you just cannot get hold of them where you are, you **must** get the ones with an 🧑 next to them.

However, what I want to make super clear is that even if you cannot afford any of the items from the list, it doesn't mean you cannot help your condition immensely by only doing the diet and exercise side of the plan, in fact the Juice Master Skin Deep Plan and exercise plan is extremely effective by itself. But if you can, and where there's a will and all that, please do everything in your power to get hold of the ingredients, they make a **massive** difference.

The Essential Ingredients

- ✓ **Zinc (50 mg) Capsules** 🧑
- ✓ **Selenium Capsules**
- ✓ **Lecithin Powder** 🧑
- ✓ **Udo's Ultimate Oil Blend** (Capsules or Oil) 🧑
- ✓ **Red Clover & Burdock Root Tea**
- ✓ **Acidophilus** (Friendly Bacteria Capsules)
- ✓ **Virgin Coconut Oil**
- ✓ **Natural Brazil Nuts**
- ✓ **A Juice Extractor and Blender** 🧑
*This is optional, but **highly** recommended)*
- ✓ **The Boy Whose Skin Fell Off** DVD

I've also put together a complete Juice Master Skin Deep Pack containing all the essential supplements and oil you need to complete the plan. The pack is available from our website at juicemaster.com

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Zinc

Zinc is one of the more prominent minerals required for normal healthy skin, so as you can imagine when it comes to any kind of skin condition – this mineral is essential! You may skip some things on this plan every now and then, but:

*You **must** take Zinc every day no matter what!*

Zinc in 50 mg capsules can be hard to find, but a company called Vega does make them, and you buy them either online from our [website](#) or at any good health shop. It's worth getting a few bottles as you will continue taking them after the initial phase of the plan is complete.

Many people will tell you that the amount of Zinc I prescribe in this plan is a very large dose and it's not good to take so much. The only thing I can say is that it's also not good to have a skin disorder either and sometimes we need to do something “unnatural” in order to get to a state of relative normality. All you need to know is that this recipe for skin success works – and it's certainly a lot safer than covering yourself in coal-tar or jumping under an UVB bed!



Selenium

This mineral is not as essential for success as the Zinc, but it does play a part. The natural Brazil Nuts contain a good natural quantity of this mineral and if you are having your daily dose of Brazil Nuts there's no need to supplement with this mineral. However, it's good to have a supply on hand as many times you may not be able to get hold of natural Brazil Nuts (when travelling, etc.) and a bottle can be a good back-up.



Please Note: it will do no harm having both the Brazil Nuts and a capsule of selenium.

Lecithin Powder

In a book by **Adelle Davis** it was reported that when 254 psoriasis patients were given 4 to 8 tablespoons of Lecithin daily, no new eruptions occurred after the first week and the most severe cases recovered within five months. Lecithin is an excellent fat emulsifier, its alkaline forming, an excellent aid to digestion, and acts as a good natural laxative (excellent for anyone with a skin disorder).

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Lecithin is a truly excellent supplement for alkalising the body, which is essential for good healthy skin.

You should have **1 tablespoon of Lecithin Powder, 3 times a day**. You can take it any way you like: in a juice, water, or sprinkled on your food. Once the skin has improved or cleared you can reduce the amount to **1 tablespoon a day**. The best way to take Lecithin powder is mixed with a juice of some kind.

You can also get Lecithin capsules, which are great if you are away for a weekend or travelling as carrying around a tin full of Lecithin can be a right royal pain. However, I still use the powder whenever possible as the phosphatide content is highest in this form. It's the phosphatide content of Lecithin that emulsifies the blood fat. It's worth knowing that it takes 9×1200 mg capsules to equal the amount of phosphatides found in one level tablespoon of Lecithin powder. This doesn't mean you should pop 9 capsules – the overuse of anything has its problems! It means the powder is more effective, and if you are taking the capsules take **2 capsules, 3 times a day**.

Udo's Ultimate Oil Blend (Capsules or Oil)

If you have a chance to read Dr Udo Erasmus's excellent book '**Fats That Heal: Fat's That Kill**' then it will certainly give you a full explanation of why certain fats are essential when it comes to overall health and in particular, the health of your skin. For now though, all you need to know is that EFA's – or Essential Fatty Acids as they are known – are, like Zinc, an absolute MUST for the success of this plan.



In 1929, scientists Mildred and George Burr discovered EFA's and explained that a deficiency in these fats (oils) can lead to **wounds not healing properly, kidney failure, liver degeneration**, breakdown of the immune system, common infections, **skin problems**, hair loss and a dehydrated system to name but a few.

I have highlighted the ones which are associated with what we are talking about. Wounds not healing properly, kidney failure, liver degeneration and skin problems are all classic signs of a deficiency in EFAs. In fact, one of things I used to dread was getting a carpet burn or scraping my leg or arm for fear it would take months to heal properly.

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Getting a daily dose of these types of fats, known as Omega 3, 6 and 9, is essential for your short and long term success.

There are two ways to take your EFAs: in capsule form or in oil form. Ideally you want to get your dose of EFAs in the form of oil. You can use it as you would Olive oil (in salads etc) or a Jason small amount in a juice or smoothie (all of which I will cover soon). You can buy the oil or capsules from our [website](#) or from any good health shop.

However, you do not *have* to buy Dr Udo's oil – there are many brands on the market and even the larger supermarkets are now selling essential oils containing Omega 3, 6 and 9. I recommend Udo's oil as he is without question the world's leader in this field and I trust his products. You will notice that they're not that cheap, but sometimes you have to ask yourself "*What price for health?*", and I'm sure, like myself, you have spent many thousands of pounds on things that didn't work – so investing in something that will should be a refreshing change.

Take **1 capful in juice or food 3 times a day**; or **3 capsules, 3 times a day**. Not only will you be taking EFAs in the form of capsules or oil, you will also be getting them from natural food sources, as I will explain later.

Please do not make the mistake of missing this vital ingredient daily!

If the taste is something you cannot stomach you are welcome to add a small spoonful of honey. Please note, however, that the honey must be raw or at least Manuka. And always drink this on an empty stomach.

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Acidophilus (Biotic Blend Capsules)

As “friendly bacteria” gets more and more press many of you will now know just how important it is for health. When it comes to those with a skin disorder it can once again be essential. Many experts believe that most people with a skin disorder will also have an overgrowth of yeast and fungus in the gut. When this happens it tends to wipe out all the “good” bacteria. This is why I have included it in the plan. You can get good bacteria in capsule form or by eating some “live” yoghurt. Just ask in any good health food shop for some friendly bacteria capsules or head over to juicemaster.com.



This is not *essential* to your success but I believe it helps.

Virgin Coconut Oil

You will also need to get some virgin coconut oil, which is widely available from most supermarkets and health food stores.

There are many ways to use organic virgin coconut oil and incorporate it into one's diet. Since it is a stable cooking oil, you can simply replace other oils in the diet with virgin coconut oil. In the UK it is solid most of the time at room temperature and it can be used as a butter or margarine substitute for spreads or for baking.

Any recipe calling for butter, margarine, or any other oil can be substituted with virgin coconut oil.

Another excellent external moisturiser and healer for skin conditions, especially psoriasis, is banana skin! In fact there's a pharmaceutical product for psoriasis based on banana skin. Unfortunately it also contains several chemicals, of which one is a steroid. Banana skin may seem weird, but it can be used to good effect after a bath rubbed onto affected areas and then a cotton sheet wrapped around you for about an hour.

Another truly excellent oil, and perhaps the best external treatment for psoriasis and other skin conditions is a mixture of olive and Arachis (peanut) oil. Again slightly messy, but it works wonders.

Whilst on the plan I would also avoid “normal” shower gels and use non-perfumed varieties – there are several on the market.

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Natural Brazil Nuts

These natural beauties are an extremely good source of lecithin, zinc and selenium and I recommend you eat at least **8 per day**. Just make sure the nuts must be natural, not roasted or salted.

Juice Extractor & Blender

A main part of this plan is diet – what you will be consuming during this time will be almost entirely freshly extracted fruit and vegetable juices. If you don't already have a juice extractor and/or blender there are several models on the market. They should all do the job that you need it for, but there are certain models that are better than others and there's only a couple that I've actually put my name to. You can visit juicemaster.com for my recommendations and to find out more about juicing.



I must point out here that I'm conscious of the fact that I'm in the juicing business and I'm recommending you get one as part of the plan. You must understand that:

*Even if I wasn't in the business I would still
be recommending you get a **juicer and blender!***

This plan cannot be done without them. But what's excellent is that even once your skin is clear, the benefits of a juice extractor will last for life.

“The Boy Whose Skin Fell Off” DVD



In order to completely put your situation into perspective I strongly suggest you watch this superb documentary just before you start the plan. Trust me, after you've seen it, not only will it make it even easier to follow the plan, but you will suddenly realise that things could be a thousand times worse and that your skin condition is nothing compared to that of Jonny Kennedy. This poor man had a condition known as Epidermolysis Bullosa, a genetic skin condition that affects 1 in 300,000 people. The skin constantly comes off; it then tries to re-grow and ends with terminal cancer. Jonny Kennedy only ever had one day in his life where he didn't have bandages on. This documentary will move you not just emotionally, but it will move you into action. The best time to watch it is the night before you start the plan.

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Sunlight

Unfortunately, you can't simply go out and buy what is the best external application for most skin disorders and, especially in the UK and Ireland; sunlight can be a bit of a rarity. However, getting a good dose of Vitamin D in the form of sunlight is extremely beneficial. I'm not talking here of lying in the sun – I will cover that later – and yes in many cases it has some amazing skin healing effects. No, what I'm talking about here is getting early morning sunlight whenever you can whilst completing The Juice Master Skin Deep Plan, even in winter sun. When morning sunlight hits the eyes and skin you not only get a good dose of Vitamin D, but sunlight also raises serotonin levels in the brain. Low levels of serotonin have been linked to bad moods and depression, this is why everyone seems so much happier when the sun is out – they chemically are! I realise you cannot get sunlight on tap, but it actually shines more than you realise. If you wake up and see sun, go and bathe your face in it for five minutes or so.

food & drink

You must make sure before you begin the following plan that you have the essential ingredients from the list on [page 8](#) and the ingredients from your initial food and drink shopping list. On the following pages I have supplied a list of all of the foods you should choose to have and all of the foods you should choose not to have. I will be giving you a full run through of your 30 day plan soon, but first take a look at the lists and make sure before you begin that you have the essentials of your shopping list. Please do not feel discouraged when reading “*The Foods and Drinks to Avoid*” list, I do realise that at this stage just looking at the list could make you think “*What’s the point of living?*”, however, once you fully understand what you can have and the amazing benefits you will get from following the plan and if you focus on what you **can** have, you will soon find that the plan is much easier than it first appears.

I also want to point out at this stage that many people in the medical profession completely dismiss diet as a contributing factor to skin disorders and it’s an area which is usually completely overlooked.

Not only can a change in diet and the addition of some supplements help, it is without question, the most important factor in healing skin disorders.

You may have already tried a few diets before and believe they don’t work. But the plan is like a combination to a lock, if you miss just one part you cannot escape. Luckily, all of the guesswork has been removed for you, all you have to do is have the courage of your convictions and follow the plan. If, even after reading through the download you still feel you will be making many sacrifices and feel that you will find it too hard, get hold of a copy of ‘*Slim For Life*’ (available on Amazon and in all good bookshops), it will help to remove the huge amount of conditioning about certain foods and drinks and shows you how to think for success. I am still amazed that most of the medical profession cannot see a link between diet and skin disorders; I hope this plan may go some way to convincing them otherwise.

things to avoid

Here's your list of foods and drinks you must **NOT** consume whilst on the plan and only sparingly afterwards. If you are on the SOS version, you will see I've added the SOS logo to the areas you must **100% avoid** even if you are simply "*dipping in*".

Food to avoid

The Nightshade Family

Not everyone with a skin condition has a problem with this group, however for 30 days it is worth following the plan to the letter. In the foods ranked highest to avoid, all of the nightshade family are at number one.

Tomatoes

Tomatoes, although a good natural food for most people, can in some cases play havoc with skin conditions. All you need to know is that during the plan you are to make sure that tomato and all products containing tomato, such as ketchup, sauces, and tomato juice are avoided.

White Potatoes

Here is a food, which for most people does no harm and can often be a good part of a balanced diet, yet for those with a skin disorder, can be toxic. Research conducted at Cornell University in 1987 indicates that the skin of white potatoes contain substances known as glycoalkaloids. The average person is immune to this substance, but it is widely suspected that it does no favours for those with skin conditions. However, because yams and sweet potatoes are considered to be part of the '*Morning Glory*' family of plants and not nightshades, you are welcome to have these, but not fried.

Aubergine / Eggplant, Peppers & Paprika

These foods should not be eaten as they are highly toxic to people with skin conditions. There has been a large increase of psoriasis in India, which could be due to the country's hot and spicy nightshade foods.

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The Following Fruits:

- ✕ Currants
- ✕ Large Prunes
- ✕ Plums
- ✕ Strawberries
- ✕ **Oranges**
- ✕ Limes

I have highlighted what you should **never** have whilst on the plan. You can have the others in small amounts and, as you will read soon, a small amount of juice from lemon and lime is encouraged to help preserve some of the Skin Deep juices and smoothies in the recipe section.

Red Meat (Pork & Beef especially)

This also includes all guises they come in, such as hot dogs, burgers, luncheon meat, patés, ham, bacon, etc. Lamb is the only red meat allowed occasionally.

Dairy Products

Not everyone has intolerance to all forms of dairy, but for the avoidance of doubt I recommend that you use dairy as sparingly as possible, especially if you have arthritis.

The only dairy I recommend – and again sparingly – is butter (unsalted), “live” plain yoghurt (preferably Goats, but cows is okay – if you are treating eczema, then get soya “live” yoghurt as no dairy should be eaten for the first 3 Days), non-coloured cheeses (best being organic white Cheshire) cottage cheese.

No drinking milk of any kind!

Alternatives to cow’s milk and products deriving from are to be found in the “Things you Need” list (page 22). You will see that as from day 10 on the plan I recommend The Juice Masters “Live ‘n’ Fruity Skin Cleanser” which contains live yoghurt. This can be very beneficial in helping to replace the friendly bacteria in the gut.

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Grain Foods

More and more people are experiencing problems with grains, wheat and yeast in particular, but if you have a skin disorder grain foods play a major role. I know you probably don't want to hear that as many people are addicted to bread, pasta and other man-made carbohydrates, but if you want to clear your skin, please follow the rules for grain products.

No white flour, whatsoever!

I have written that in bold as it is extremely important that you make that a rule for life. You may, after the 10 days, have some whole-grains such as oats, millet, buckwheat, rye, bran, brown and wild rice, but even then only in the ratio I will be suggesting in the plan. You should also make sure you have nothing with wheat in it.

Bottom Feeders

As you will read in a second, fish is highly recommended. However, there are some exceptions to avoid and most come from the "bottom feeders" of the sea. The little creatures that feed off the rubbish at the bottom of the ocean: clams, crabs, lobsters, mussels, oysters, scallops, shrimps, squids or any other shellfish. Also, avoid smoked, pickled or fried fish. Smoked fish are particularly toxic.

Meat Substitutes

Many meat substitutes are often worse on the health front than good quality real meat! I do realise however that some people reading this will be vegan or vegetarian for ethical reasons. However, you need to be very careful of these substitutes and I would only recommend soya and tofu as good alternatives.

Sweets / Candy

I was almost not going to put this in as I think it's obvious, but all sweets and candy are to be avoided. These include, but are not limited to, *all* chocolate (except 99% cocoa rich chocolate), biscuits, cakes, crisps etc.

For the record, many people think carob is a good substitute for chocolate. Carob is saturated with fat and according to the *Center for Science in the Public Interest*: carob may even be more conducive to heart disease than beef fat.

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Tobacco

Here we have a tricky one. I personally used to smoke anything from 40 to 60 cigarettes a day and there is no question, especially knowing what I know now, that it played havoc with my condition. The problem is nicotine is highly addictive and telling a smoker they should avoid tobacco is like telling a heroin addict they should avoid heroin.

If you do smoke I fully understand your position. You want to stop, but you also want to smoke. This causes a constant mental battle which you appear to have no control over. The good news is, it's actually extremely easy to stop smoking, but only if you know how. There are several great books out there, such as Allen Carr's '*Easy Way To Stop Smoking*'.

Although you will see some results if you complete the diet and exercise plan without stopping smoking, but they will not be anywhere near as good. I once went on a very strict "*juice only*" regime in a desperate bid to rid myself of psoriasis. It was hard but I stuck to it. At the end there was minimal change to my skin. The problem was, although I eliminated all of the bad stuff from my diet, I never took the supplements I needed; and I was working at a stop smoking clinic where I would sit in a room with 12 smokers for 5 hours teaching them how to stop. They were allowed to smoke all the way through, so I was inhaling a tremendous amount of nightshade in the form of tobacco.

If you can, I urge you to read Allen Carr's '*Easy Way To Stop Smoking*' book. Stopping smoking will not only make a big difference to your skin but also in your daily quality of life.

Drinks To Avoid

Orange Juice

Most citrus juices are to be avoided, but grapefruit and its juice are OK. Orange juice in particular, can have an adverse reaction with most people with a skin condition. Sometimes, there's an *inner knowing* when it comes to food intolerances. I know that if I drink orange juice, I can literally feel my skin begin to get itchy, for others, orange juice is fine. If you do have any kind of citrus juice, make sure you **never** have it with grain products. It's up to you, but to be on the safe side – I'd skip the orange juice (we've even put a reminder of the front of the manual!)

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Coffee

Coffee has an extremely acid reaction in the body and as we are looking for an alkaline system, coffee is to be avoided. If you really, really cannot “give up” your coffee, then a maximum of two cups of black decaffeinated coffee are permissible, but ideally you should not be drinking coffee.

*Remember, the more you adhere to the plan,
the better the results!*

Carbonated Drinks

The only exceptions to this are *naturally* carbonated waters and even then only occasionally. All other carbonated drinks must be avoided. You must make sure that **all** carbonated “soft” drinks go nowhere near your lips. They are not only artificially carbonated, but are loaded with sugar, colourings, artificial flavourings, preservatives and often caffeine, all of which putrefy the bloodstream. As one of the main elements to healing the skin is the purification of the blood there are **no exceptions** when it comes to carbonated “soft” drinks.

Alcoholic Drinks

I know this will not sit well for most of you, but I think you are already aware that alcohol has a major effect on skin conditions. I personally used to drink a lot. In my teenage years I would get through 6–16 pints of lager every day. My skin at the time was horrific! I was covered from head to foot in psoriasis. The problem was, every time I looked at my skin I just wanted to “cut off” and alcohol seemed an easy route. Before I knew it – like most people reliant on the stuff – just the thought of having to live without it made me want to reach for a drink. This all sounds like I was an alcoholic, but in the end I was just drinking the same as “normal” people. The only problem is the “little amount” most people drink is actually quite a lot.

*It is absolutely essential that you do not drink ANY alcohol
whilst on this plan!*

This is an extremely strict rule and many of you may feel hard-done-by, but it’s up to you. Do you want clearer skin or a pint?

Alcohol is an unnatural diuretic and the last thing you need is a dehydrated system if you have a skin condition. I highly recommend reading my ‘**Kick The Drink... Easily!**’ book even if you have

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no intention of quitting the booze for life, the book will open your mind and make abstaining for any length of time, very easy. Available on Amazon.

I know the above appears like a very long list of “don’ts” but please don’t be disheartened. The rest of the plan will offer you plenty of ideas for things you can eat and drink and **the choice is vast – trust me!**

things you need

Now let's focus on all of the wonderful things that you will be enjoying during the plan – your body is in for a real treat!

Foods You Need

Vegetables

Vegetables will become your best friends and, with the exception of the ones already listed, all are permitted. I will be giving you some tips but after the first three days, you want to prioritise broccoli and other green veggies. You can have them stir fried, steamed, juiced, roasted or boiled. As you will see in the plan, I am a huge fan of vegetable juices and they will play a major role. Broccoli and spinach juice may not sound appealing, but, as they are mixed with apple juice, they taste sweet and are extremely palatable. After the initial 10 days, I recommend you have at least **7 portions of vegetables every day** – they should make up the main part of your diet.

Salads

Like vegetables, salads also need to become your best friend. Just remember not to use white potato, peppers or tomatoes. Once again, the greener, the better!

Fruits

With the fame of high protein diets, fruit has had some pretty bad press. However, I think your common sense should prevail here and I, for one, find it very difficult to agree with the comments against fruit. Many people believe that fruit is acid forming, whereas in fact, with the exception of cranberries, currants, large prunes, plums and blackberries, fruit has an alkaline reaction in the body, even lemons! The health benefits of fruit (*from a good organic source in particular*) are so great that even the acid forming ones will not play too much havoc. In fact, I highly recommend cranberries and their juice as it contains quinic acid. This stuff is so powerful that, once in the liver, it converts to another acid that helps lift toxins from the bladder and kidneys, but also the prostate and testicles. The only fruits to avoid as much as possible are the ones I've already listed. This is because they are acidic in the body and don't help to clear toxicity in the same way as cranberry. One thing I will agree with is that you can overdo fruit. With that in mind, I would recommend sticking to 4 pieces of fruit a day.

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Fish

After the first 7 days, fish, along with fruit and vegetables, **will become your main source of protein**. Fish also contains a good amount of vitamins, minerals and Omega – 3 essential fatty acids. The best source of Omega 3 - rich fish are sardines and salmon, but any fish, as long as it's not battered or covered in breadcrumbs, will be good. Tinned sardines in particular make a great snack, simply open, squeeze on some lemon juice, and away you go! Like anything, fresh is best, but I'm aware that sometimes a quick snack is needed. Tinned tuna also works well mixed with lemon juice and some cold-pressed olive oil. You can cook your fish in any way you like, apart from frying.

Poultry

You can have poultry, but not more than twice a week and only after the first 7 days. You may tuck into chicken or turkey, and for the more adventurous, pheasant, guinea fowl, quail etc. Like fish, you can have it any way except fried. Please make sure that it's the best quality you can buy.

Tofu & Soya

As mentioned already, these can be used as a substitute for meat but I wouldn't overdo them as soya hasn't had the best press lately. With that in mind, it might be a good idea to consider fish – but of course, that is a personal choice.

Eggs

Although coming under the dairy food heading, eggs are actually quite a good source of animal protein for people with a skin condition. You do not need eggs to make this plan work or to survive, but variety is often the spice of life and eggs do taste good. Eggs also contain lecithin (a fat emulsifier) which helps to counteract any fears about bad cholesterol in eggs (not fried).

Alternative Dairy

Soya, almond and goat's milk are a much better alternative to cows milk (especially if you have eczema). If you do have cows milk, make sure it's at least semi skimmed (or skimmed) and only use it sparingly. Margarine is not recommended; if you need a spread use avocado or good ole' unsalted butter.

Sweet Alternative

Fruits are perhaps the best alternative for those with a sweet tooth, including dried, unsulphured fruits – figs, apricots etc. Plain low fat "live" yoghurt with fruit is a good dessert for those who

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find their sweet craving needs a fix. **Honey**, as long as it's *organic* or *Manuka* is encouraged as a sweetener, but only to be used sparingly. Honey is alkaline, unlike sugar which is acidic. On the general health front I do not recommend any artificial sweetener, **at all!** However, to clear your skin, sugar substitutes may be used sparingly. For those of you who have read my book *Slim For Life*, will know exactly how much I'm against them and may be surprised I'm saying they're OK here. However, if a person is either unwilling or feels they can't give up the "sweet" in their life, then – on the clear skin front – they are better off having some artificial sweetener if it means they will stay on the plan.

Snacks

Fruits such as apples and pears are perfect snacks. Apples have the highest pectin content of any fruit, which is of vital importance to help '*Leaky Gut Syndrome*'. If you have a skin condition the chances are you have '*Leaky Gut Syndrome*'. Pectin forms a gel in the gut and stops foreign invaders from getting to the blood stream and causing an inflammatory response.



There are also many wonderful raw *energy* bars on the market today. I recommend **Naked** bars are great, as are our own **Simply Nude** and our award winning **Juice SOS** bars. The **Simply Nude** and **Juice SOS** bars can be purchased at juicemaster.com. Clearly the plan does not rely on these energy bars, but they can be a lifesaver when an apple wont quite cut it!

Drinks You Need

Water

Although people know they should drink 6-8 glasses of water every day, very few do. Most are deluded into thinking that water in tea, coffee, alcohol and soft drinks is sufficient. However, they are not! And it is essential as part of this plan, that you should consume water.

There are many arguments raging about which water is best; but for the purposes of this plan, the only water to avoid is tap water because of the high chemical content. Mineral water, reverse osmosis and Penta Hydrate are all good.

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One of the very best ways to consume the amount you need is to get into the habit of having one of those sports water bottles with you throughout the day (*the type with a pull up nozzle*). You will find that having a bottle near you reminds you to drink.

The bathing of the cells, flushing of the kidneys, the movements necessary throughout the small and large intestines, and the general chemical processes of the body are almost completely dependent upon a healthy, fluid environment. This is why water-rich natural foods, their juices and water itself are vital for skin problems. The toxic waste needs to be flushed from the body.

Alternative Teas

There are many alternatives to normal “*English Breakfast*” tea and if you feel like something hot then Camomile tea is your best option other than Red Clover & Burdock Root herb tea (which you will be having twice a day as part of the plan anyway). Another good drink is hot water with a slice of lemon, especially after a meal or first thing in the morning.

Juices & Smoothies

Vegetable juices are strongly recommended, not just for this plan, but for life. When you extract the raw juices from the fibres of fresh vegetables, the “*live*” nutrients are readily absorbed into the body in minutes. Many people with skin problems have very, how can I say, blocked colons and as such when they eat vegetables the body often struggles to extract and absorb the nutrients from raw vegetables. Juicing has been used for centuries to treat people with digestive problems and other health problems and it’s one of the keys for treating your skin condition – so get ready to juice your way to health. I believe that it is mainly because of my daily juicing that my skin condition has remained clear.

Soups

Soups are a great way to get some or your entire daily vegetable intake. You might think eating **5-7 portions of vegetables** a day would be no problem, if you are eating nothing else, but you’ll be amazed at just how much your hunger dies after the first few days compared to what it was. Home-made soups are best and they are extremely easy to make. All you need to do is get some chopped veggies, a bit of good vegetarian stock (*or make it yourself*), simmer until vegetables are soft and boom! You’ve just become a master of soup. If you don’t like chunky soup, simply simmer with stock for 5-7 minutes, add the lot to a blender or food processor and “*whiz*” until smooth, then return to the heat and simmer for a further 5 minutes. You can then add all kinds of things like nutmeg, parsley, pumpkin seeds and so on.

additional Skin Deep tips

The Dead Sea

If you have a very severe skin condition, such as being covered in psoriasis, do whatever it takes to get down to the Dead Sea in Israel. Many budget airlines fly to Israel now and it takes around two and half hours to get down to the Dead Sea from the airport. This is the lowest place on earth and people travel from all over the world to not only soak in its mineral rich waters, but also its unique rays. The Dead Sea has UVC as well as UVA and UVB rays. For best results you need to bathe in the sun for at least 6 hrs a day. May and September are the best times to go as the summer months can get extremely hot.

Do your research to find the best way to do it on a budget, as some of the hotels can charge a premium. When I first started going I stayed at a youth hostel for £8 a night and got to the Dead Sea by bus from Jerusalem. I first stayed in Ein Gedi, a beautiful part of the world with its own natural reserve and waterfalls in the mountains. However, the main hotels are to be found in Ein Bokek. You can also camp in both places.

I cannot understate the difference this place will make to your skin, if you put the work in. You may feel that lying in the sun is not work, but when you have to lie there for 6–8 hours a day and keep turning your body to make sure every inch of your skin is treated, it can feel like it. Bring plenty of books and make sure you follow a version of the plan while you are there. That way you treat both external and internal, meaning your skin will usually be clear for much longer. You may feel you cannot afford to go, but you really cannot afford not to go if you have a bad skin condition like psoriasis. If you do go and are worried about supplements and so on, simply drink loads of water when there; eat watermelons as if they are coming out of your ears, fresh dates and loads of veggies. Plus, aloe vera grows wild there, so you can cut some and add externally to the skin.

Juicy Oasis

If you are looking for somewhere to get some rest, relaxation and motivation for your plan then **Juicy Oasis** is the perfect place to go. Although they don't offer this specific Skin Deep Plan, they can offer accommodate a version that will be beneficial to your clear skin journey. You will be on the same juicing plan as other guests but they will supplement you during your stay with extra, zinc, lecithin, brazil nuts, duo's oils, coconut oil and avocado. For more information about call

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Juicy Oasis on **+44 (0)1234 480 280** (option 1) or for more information about the retreat itself visit www.juicemasterretreats.com.

Exercise

Whether you haven't done it for years or you think *"It's just not for me"*, exercise in some form or another, is vital for wellbeing and health. Good skin, when you've already got a condition, is only possible with good health and well being.

Exercise increases circulation, pumps the lymph, activates the glands, oxygenates the blood, opens the pores, filters the blood through the liver and kidneys and stimulates the mind – all of which are good for healing the skin. The type of exercise is up to you, but I would recommend any which don't have a massive impact on your joints and ones you can do outdoors – biking, walking, moderate jogging, tennis, rounders etc. Exercising outdoors is excellent in terms of fresh air and sunshine – this doesn't mean you need to do all your exercise outdoors (we do live in Britain after all) and swimming, aerobics, gym machines and mini-trampolines are all excellent.

*I'm a personal fan of the mini-trampoline as you can use it indoors as well as out. It also works **every muscle in the body** and, if you have a soft bounce, it won't damage your knees.*

Rebounding

The Bellicon is by far the best mini-trampoline you can get, but it is pricey. The next best is the Pro bounce. Not only is it a soft bounce but it folds in half and has a carry case! Boy, does it wake you up first thing in the morning.

Swimming

Swimming has long been hailed as the best form of exercise as it exercises every muscle, joint and ligament of the body. It also stimulates circulation and is excellent for cleaning the lymphatic system (where all your dead cells sit). If you are lucky enough to have an Ozone pool nearby – great! If you live near the sea, then swimming in salt water is by far the best for a skin condition, but if you have a severe skin condition, you need to **mind the salt!** Please consult your doctor before going into the sea if you have open wounds. If you do swim in the sea it will bring the complaint out and it can often look worse before it gets better. Always remember to rinse off after swimming, whether it be in a pool or the sea, and apply moisturiser.

I would also recommend doing your exercise first thing in the morning as we tend to have

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more “time control” in the mornings. You can always get up earlier, but it’s hard to judge traffic or what may crop up later on in the day! Where possible you want to get into the habit of doing at least 2 x 20 minutes bouts of exercise a day. This is not only good for circulation but it’s a great way to stabilise blood sugar levels. I know many people who are tired and hungry after work, but if they head to the gym or have a good bounce on their mini trampoline, they are less hungry and less tired than before. This is because by doing exercise you are giving your body what it needs most at that moment – oxygen and water. Exercise cleans the dead cells that have accumulated over the course of the day to leave you feeling lighter and much more clear-headed. Being clear headed is an essential part of this plan as it’s all too easy to say “Sod it!” some times. You may feel you hate your skin so much that you would do anything to clear it, however, the pull of certain foods and drinks can be strong, which is why staying clear headed and focused is of paramount importance. Exercise is a great way to keep your mind clear and stimulated in order to make sure you complete this plan.

Skin Brushing

I get asked a lot about skin brushing, this is where you use either a “skin brush” or a “loofah” to exfoliate the skin. You are welcome to do this if you wish and in some cases, it can be beneficial. Personally, I found it hurt my skin too much initially, but, as my skin improved I found it to be of benefit. This is certainly not anything you must do, but it’s another useful tool.

Salt Brushing

Salt brushing is an extension of skin brushing and, when done with Dead Sea Salts, can be of benefit. One thing though, as it contains salt, for those with exposed areas; it can initially be quite painful. The best product I have found for skin brushing is **Dead Sea Spa Magik**. It is a salt scrub with pure Dead Sea salts, coconut oil and vitamin E. It smells beautiful and your skin feels so smooth after using it. You can buy it from large department stores and some health food shops. It’s also great to use in a sauna or steam room but many places don’t allow this so check first.

The Blue Sheet Hour

When I was studying psoriasis and trying to clear my own skin at the Dead Sea in Israel, I came across what the Danish Psoriasis Camp (based there) was calling “The Blue Sheet Hour”. This is where after a day in the sun and Dead Sea, people would go to their rooms, have a shower, cover themselves in petroleum jelly and wrap a blue sheet around them whilst listening to music, reading or watching TV. When I spoke with the Danish skin specialists at the Dead Sea, they explained that the skin needed time to cool whilst being heavily moisturised and this was

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the best way to do it. The only reason it's called Blue Sheet hour is because the sheets they were using were blue, but obviously, any colour will do. I now recommend using jojoba or coconut oil as a plant-based alternative to petroleum jelly.

The best time to have your "*blue sheet hour*" is at night after a bath or workout. Cover the affected areas in jojoba or coconut oil, wrap yourself in a sheet and relax for 1 hour. Then rinse off the oil and after that apply some Aloe Vera gel or your favourite moisturiser (you can find my favourites on the website). If you fall asleep and you find you wake up the following morning having forgotten to wash off the oil, don't worry, it won't interfere with your success. The "*Blue Sheet Hour*" is a good time to relax and make yourself a cup of Red Clover & Burdock Root Herb tea and fully relax. It's also a great time to spend 10 minutes doing the following....

Seeing Is Believing

This is one aspect of the plan that a few years ago I would have dismissed immediately, but it's one that can help a great deal – **visualisation**. When you get a strong vivid picture of the end result you want (clear skin in this case) and you really begin to feel what it will be like to achieve it, your brain, on both a conscious and sub-conscious level, is much more likely to do everything in its power to make certain it happens. It is much more likely to make food and drink choices that will move you closer to your goal if you get a picture that excites you daily. This kind of visualisation is very different to, what I call, the Deepak Chopra approach. At this point, I must say that I think much of the work Mr Chopra does is fantastic but in this particular instance, I don't think the technique he promoted was effective.

I was once listening to an audio recording by Deepak Chopra who suggested that if I were to just visualise (as I went to sleep) little people repairing my skin overnight, my body would heal itself without any real change in diet. I tried it (as you would) and surprise, surprise **NOTHING!** The reason it didn't work? Well, according to the recording the only reason why this sort of approach fails is due to the person not really believing what they were saying to themselves and just going through the motions. The truth though is, I really did believe; I was very excited throughout and I pictured these little helpful people healing my skin for an entire month. I'm now extremely sceptical of this kind of visualisation and I personally think you can picture little fictitious people repairing your skin for ten years, but if you still eat and drink rubbish and get no sun or exercise, it would be about as effective as a cat flap in a hippo house.

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mind of how things will look when you complete the plan.

It's a chance for you to get excited about wearing short sleeve tops, short skirts or shorts, showing off your body and not feeling itchy or flaky. It's a chance to begin to feel and see what it will be like to have clearer skin before you actually experience it in the real world. That way your brain should steer you to make the right choices with as little effort as possible.

An Attitude Of Gratitude

Many people focus on what they can't have or haven't got rather than what they can have and what they have got. In the case of people with a skin disorder, it's all too easy to look at other people who are "lucky" enough not to have a skin condition and begin to feel resentment and feel sorry for yourself. It's also easy to look at other people who don't have to change what they eat and drink to have good skin and again feel sorry for yourself. However, in life there will always be people who are seemingly worse off than you in some way and others who are seemingly better off than you. This will never change, but how you feel at any given time can change. All you have to do is focus on what's good about a situation and the benefits of what you are doing. For example, if you spend all day driving yourself nuts by saying things like "I wish I could have this food or that food but I can't", then you aren't exactly going to find the process of change easy. However, if you say "I can have this food/drink but I'm choosing not to have it as I want clear skin", then the process becomes so much easier. Your mood is usually governed by how you are thinking and how you are moving or not moving your body.

*If you change the way you **think** and **move** your body
you can immediately **change** the way you **feel**.*

This is why feeling grateful for the life you do have is so important to your success and it's why I strongly suggest you watch Jonny Kennedy's story The Boy Whose Skin Fell Off. It will not only put your condition in perspective but it will enable you to feel truly grateful for the life you do have.

Most people are constantly living with an attitude of "lack". They focus on what isn't right or why "life sucks". This is even easier to do if you have a skin condition, but it's time to feel grateful for the life you do have and feel grateful that you finally have a system that will help your skin, as well as your mental and physical vibrancy.

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if he simply changed what he ate and drank, as well as taking a few supplements and getting enough sun and exercise – do you really think he would have any problem following the plan?

Unfortunately, Jonny Kennedy's skin condition could not simply be treated by "live" good foods and drinks, exercise, sun and positive thinking – **but yours can!** Jonny Kennedy had an unenviable life, yet he still somehow managed to remain cheerful and optimistic. Jonny Kennedy would have dreamt about having a skin condition like eczema, psoriasis or acne instead of the truly debilitating Epidermolysis Bullosa.

You have an opportunity to improve your skin condition. All you have to do is not feel sorry for yourself and just get with the plan. If at any point you find yourself feeling sorry for yourself and start thinking it's hard then think about Jonny Kennedy and how much he would have loved the opportunity to improve his condition with a simple diet, supplement and exercise plan. Remind yourself at any moment that you think you are going to "give in" on the plan that living with any kind of skin condition is much, much harder than not eating and drinking rubbish.

The plan is not super hard. The only person that can make it hard is you. If you mope or moan about what you have to do, you are missing the point. You don't have to do anything; you can, after all, simply stay as you are.

*However, you can now, perhaps for the first time choose to **have control over your skin** as opposed to it having control over you.*

“do’s” and “don’ts”

DON’T Keep Looking At Your Skin

This is extremely important as, just like a watched kettle never boils, so watched skin never seems to heal. In fact, you need to fully understand that the chances are your skin may well get worse at some point before it gets better. If this happens, do not panic and understand it’s part of the healing process. You should see some change after the first 3 weeks, but don’t even bother looking at your skin until then, just trust that your body is doing what it needs to do to heal itself.

DON’T Buy What You Don’t Need

This clearly is much easier to do if you live alone, but if you have a family it can prove tricky. If you do live alone then you should certainly make a point of having a good stock of all the foods and drinks you will need for the plan and beyond. The last thing you need is to feel hungry on a Sunday night when the shops are shut; you could find yourself heading for a takeaway before you know it – so stock up! If you do not live alone, still stock up but clearly you cannot throw out all of the offending foods and drinks and in all likelihood; you will have to smell foods cooking and see other people eating all kinds of foods. This is just something you will have to put up with, but if you’ve prepared yourself mentally this shouldn’t pose too much of a problem.

DO Think Happy Thoughts

I do realise how naff that sounds, but there is no question that the way we think effects our health, skin and the choices of what we eat and drink. Many people are “*emotional eaters*” and will often think of foods and drink as friends whom they can rely on at certain times of the day to help them feel better. More often than not however, these foods and drinks are actually doing the opposite to what the person wants. You need to keep in mind that you have not “*given up*” anything; you are getting rid of certain foods and drinks that have contributed to your skin condition and that is a GOOD thing.

DON’T Feel Sorry For Yourself

There are many people around the world who would dream of your life – even one covered in a skin condition. As mentioned, after his accident, Christopher Reeve’s two main goals in life were to breathe again without the need for a ventilator and to walk again. When he was alive he had no idea if he would ever achieve either of those goals, but that didn’t stop him looking forward to the future and doing everything within his power to try to make his dreams come true. If all

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he had to do was this plan (even for the extended 60 days) and he knew at the end his condition would improve by at least 70%, if not altogether – do you think he would have one ounce of a problem following it? Remember the only thing that can possibly stop you from completing this plan is if you begin moaning, feeling sorry for yourself and start banging-on about why it's *"Not fair!"* and why you *"Shouldn't have to do it!"* and *"How come 'they' don't have to do it? How come 'they' can eat and drink what they want and get away with it?"*

Trust me, if you even begin to say or think this nonsense, you will fail – and to be fair, you will deserve to. There is absolutely nothing to feel sorry about. You get to furnish your system with the live nutrients it needs to thrive; you have a body that can move; you no doubt have a roof over your head tonight and, if you have any money at all you are in the top eight percent of the population of the world. There really is nothing to feel sorry about. You are achieving what everyone with a skin disorder would love to achieve – a way to clean and manage your condition. Look forward to the results and don't forget to love the journey.

DO Watch 'The Boy Whose Skin Fell Off'

I know I've gone on about this, but if you haven't yet watched The Boy Whose Skin Fell Off then do yourself a favour and do so. It's not only moving, but it will put your situation into perspective. It will also help you approach the plan positively by not feeling sorry for yourself.

Jonny Kennedy, the man featured in the documentary, is a true inspiration and I imagine he would have had no problem doing the plan if he knew his skin would improve. Above all, you need to put the plan into perspective and realise that something truly wonderful is happening.

If you are in the UK you can watch this documentary by going to www.channel4.com.

DON'T Let One Slight Indiscretion Cause You To Fail

One thing I like about being human is being human. No matter how focused we are there will be times when you are in a *"Sod it!"* mood. Now clearly the ideal, best and fastest success comes from no *"Sod it!"* moods at all, but we are all human and you need to understand that if you do eat or drink something on one of those days that you shouldn't it doesn't mean you have ultimately failed... providing you don't let it spiral. Many people on *"diets"* to lose weight will do *"ok"* for a while and then one biscuit and **BOOM!** – they totally cave in and think *"Oh, I've done it now, so I may as well keep eating!"*

It's what you do most of the time that will have the effect. What you need to realise is the body is an incredible machine and will deal with anything that comes into it. What you need to do

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is make sure that if you do “cheat” slightly, you don’t allow it to ruin your day or your ultimate success. Above all, the first 10 days are critical and, if you are going to have a “Sod it!” mood, please try your best not to have one in the first 10 days.

These 10 days aren’t just important in terms of a “live” food cleanse, but it’s also when momentum is built – essential in terms of reaching your goal. If you really are struggling, please have some homemade soup from the ones suggested later, these won’t interfere with your cleanse too much.

DO Get Enough Sleep

It seems strange but we now live in a world where it’s “un-cool” or seen as some sort of weakness to need to sleep. All creatures on this planet need sleep and, if you have a skin condition, you need it more than most. Have you noticed that after a good night’s rest your skin is calmer? Have you also noticed that if you’ve been on the “*drink*” and had a bit of a skin full (pardon the pun) that your skin is almost on fire the next morning? This is because the liver and other organs have been working hard all night while you sleep. So, although you are asleep your body is working hard. Alcohol also dehydrates you, another reason for the skin to flare up. Personally, I love my bed and I love the feeling of going to sleep after a rewarding and tiring day and I make no apologies for either getting an early night or having a lie in at the weekend.

Good rest is of paramount importance if you have a skin condition as the body repairs a lot faster when it’s asleep and you need to aim for at least 7 to 8 hours a night. You may well find that during the first few days of the plan, you feel much more tired than usual. This is often caused by your system “*coming off*” of some of the food and drink stimulants that were helping to irritate your skin. It takes roughly 3-4 days for your body to get used to working on its own steam, and energy levels should begin to increase after this time.

I would also suggest, as you will be getting up earlier to do your morning exercise routines, you get as many early nights as you can during the plan. Many evening hours are “*dead time*” anyway as most people choose this time to just sit and watch TV. So instead of getting hypnotised by the TV, get up and head to bed for some much needed rest.

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DO Complete The Plan

I urge you to complete the plan at least once. Take all the supplements, do all the exercise, make the herb teas and get the appropriate rest and even do the visualisation. Give yourself the chance to see if your skin can improve when it's given the right nutrients, the right supplements and the right thought process. I know what it's like to live day-in, day-out with a body covered from head-to-toe in a skin condition and I also know how flippin' wonderful it feels to see your skin getting better.

*No matter whether you think the plan can work or not,
at least **give it a go** – what have you got to lose?*

The worst thing that happens is you lose weight (if you need to), you give your internal body one hell of a clean out and your overall health will greatly improve. So many people start plans of this nature and never finish them. This always blows my mind! You've read this far, so **make sure you follow through and complete the whole plan**. I do realise I've repeated that point over and over again, but I really, really want you to see a difference in your skin without the use of drugs. Once you have cleared your skin, please make sure you do what's suggested in Phase 2.

I'm a realist and I know from personal experience that once you find a way to clear your skin, you can easily get into a pattern of forgetting to take the supplements, do the juicing, get enough rest, exercise and sunshine. I know at this stage you probably think you would never forget to take a few capsules a day, but you'd be amazed at how blasé you get once your skin has improved.

Your skin is now in your control; no longer can you say, "There's nothing I can do!" There is something you can do, you're reading it – **so do it!** I suggest that you do this plan at least once a year (usually in winter when the skin inevitably gets worse).

DO Keep A Written Or Video Diary

I would highly recommend keeping a diary of some description. Many people now own a digital camera and this can be a great way to keep a visual record of events. I have mentioned that it's not wise to keep looking at your skin on a daily basis as sometimes it gets worse before it gets better and it takes time to reverse the damage done. However, a picture or video diary can be a very useful tool if pictures/videos are taken no more frequently than twice-weekly.

This gives the skin time to change and it's an extremely good way of looking back at how bad your skin was. It's also a good way to see changes beyond the 30 days. As mentioned, some skin

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conditions are so bad it can take many months to clear them and so a visual record with dates is not just valuable to them, but also for those who need faith in the plan. You should also keep a log of your thoughts, day by day to see how easy or difficult you're finding it and what emotions you are feeling. If speaking to a camera is your idea of hell, you can always keep a scrap-book diary where you stick pictures and write your day by day thoughts.

DO Use Caution If Pregnant

There are many cases of people's skin condition rectifying itself in the strongest of ways. I knew someone who explained that after their brother-in-law had a bad road accident and subsequent blood transfusion, his head-to-toe psoriasis completely cleared and has remained so. Now, before you start jumping in front of cars looking for a blood transfusion, you need to know this is a very, very rare case and blood transfusions are not a cure for any skin disorder. However, it appears that there are quite a few cases of people whose skin improves greatly when pregnant and in some cases; it can clear the skin of the condition for life.

Now, clearly if you're a man this option is out for you and if you're a woman, please don't get pregnant just in order to see if it clears your skin. The truth is not every person who has a skin condition and gets pregnant managed to clear it, in fact, in some cases, it gets worse. Everyone is different.

If you are pregnant and/or breastfeeding and want to start the plan, please use caution, and **check with your physician first** to ensure that this plan is good for you. I am not a doctor so I cannot tell you all will be well – but what I will say is that you will be consuming plenty of “live” foods and live foods are what your body thrives on. As long as you get a good mixture of different veggies/fruits and have some nuts and seeds, your body and baby should thrive.

DO Enjoy The Journey

Just because you have a skin condition doesn't mean you need to have a skin problem, especially when you have a solution. This is why it is essential that, from the very start of this plan, you enjoy the journey – not just getting there. It could take 30 days or it could take a couple of months. For really severe cases, it can take up to 6 months which is why it would be extremely silly to spend time pining for certain foods or drinks or waiting for your skin to get better. The idea is to get on with your life and let the body do what it needs to heal.

Again, the only thing that can make this hard is moping around feeling sorry for yourself!

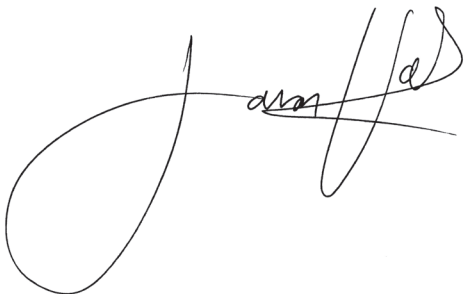
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Don't play the "I'll be happy when..." game. The reason why people struggle on any kind of diet is not because they are genuinely starving, but simply because they torture themselves by constantly moping for foods they think they can't have. What I want to make super clear (which is why I'm repeating it again and again) is that you can have what you want, the whole point is, **you don't want to have that stuff** because you want clear skin and a vibrant body and mind. It would be bonkers to sit and mope as all you'd be doing is moping around for certain foods or drinks which you hope you will not have! How crackers would that be? Just accept the situation, don't mope and enjoy your journey to clearer skin

*Please, please, please **allow time** for your condition to improve.
The time it takes to heal is different for everyone, be patient
and **enjoy the journey.***

I have done all I can do, it's now up to you. I truly wish you every success and please drop me a line to let me know how you get on, so that I can share in your success.

I truly wish you **every success** and please make sure you read all of the booklet before you start your exciting journey.



the plan

I have broken the plan into two parts – Phase 1 and Phase 2. Phase 1 is the strict part of the plan and it is to be adhered to for at least 30 days. For those with severe skin conditions, I would recommend remaining on Phase 1 for anything up to 60 days, or until you can see some improvement. People's idea of what's severe will vary from person to person, but the point is, keep on Phase 1 until you see a significant change in your skin – only then move to phase 2.

You may start the plan whenever you like but...

You must make sure you have all the supplements and foods, and are in the right frame of mind before you start the plan!

It is also a good idea to set yourself a date and stick to it and don't forget to tell partners and family members what you're doing and why it's important they support you. Most people watch 'The Boy Whose Skin Fell Off' on a Sunday night and begin the plan on Monday morning, but choose whatever works for you.

Please make sure you take pictures of your skin before you start, and then again after 30 days.

Just before you begin, let me tell you about the side effects...

the side effects

Surface Clean vs Real Clean

As with any change in diet and/or fitness you can expect a few side effects. Fortunately, all of the side effects on this plan are good – although some may not feel that way! What you are effectively doing is having one hell of a clean, and, as any one who cleans will tell you, when you have more than just a surface clean, things often look worse before they get better.

Please do not be disturbed if you experience any (or all) of the the following cleansing effects during the first week or so:

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Headaches

Tiredness

Sniffles and /or sneezing

Worsening of the skin

I know that the possible worsening of the skin is the last thing you want to hear, but sometimes in order to clear the skin things have to get worse before they get better. It is also possible that you could experience a flare up some weeks after you start – **PLEASE DON'T PANIC** if this happens. You need to understand that many old food stuffs can be stuck in pockets of the digestive tract and when they are released you could get a flare up. Headaches are perhaps the most common as the “withdrawal” from certain foods and drinks often results in this side effect. Whatever the side effects though, please rest assured that it’s all for the good:

*Your body is doing what it **needs** to do in order to **cleanse** itself!*

Not all the side effects of this plan feel or look bad. As well as clearer skin, you can also expect some, if not all of the following ‘side effects’:

Weight Loss

For many people weight is a big issue and many people have been extremely pleased with this side effect of the Skin Deep Plan. If you are overweight you can expect to see a weight loss of around 8-14 lbs in the 30 days. If you are already at your ideal weight or underweight, then as long as you eat your portions of veggies and protein, your weight should remain the same.

Better Nails

Another huge problem related to skin conditions is bad nails. Nails on the fingers are often “pitted” looking as though someone has pricked several times into each nail. Nails on the feet are often full of fungus and not in the best condition. The most common complaint is that nails are weak and break very easily. You will find that your nails will greatly improve on this plan. One thing though, as I know from personal experience, is that if you do have a lot of fungus on your nails, you may also need to see a foot specialist.

Increased Energy

Although you may find your energy levels dipping during the first few days or even week on the plan, you will soon start to feel an increase in your energy as the days go on.

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A Clearer & Sharper Mind

Whatever you put into your body, biochemistry effects, to some degree, the way you think. This is why once you cleanse your bloodstream of simple sugars; “free up” the digestive burden of dealing with many different types of food at once; and begin to feed “live” nutrients into your cells – the mind often feels clearer and sharper as a result. A sharper and clearer mind can have a wonderful knock on effect of helping to improve many other aspects of your life.

Better Hair

Another side effect that has been mentioned is better hair condition and sometimes even a change in colour! I recently had a letter from a couple who said:

“My husband and I are very much enjoying drinking delicious juices as a result of reading your books. Not only do we have more energy and better health but our hair is also going back to its original colour! We are 68 and 73 years old, so that is a wonderful surprise!”

There are many other benefits which aren’t measurable. I cannot even begin to explain how different my life is now I’m not covered from head to foot in psoriasis and no longer have eczema on the back of my legs. When I was a child, I would often wake up to find a huge scab had formed over the back of my knees, if I tried to straighten my legs it would crack and pus would seep out. This wasn’t pleasant to say the least and hurt like hell, but I was soon to discover this was a picnic compared to head-to-toe psoriasis. I remember very vividly going to my local swimming baths, standing at the edge ready to jump and hearing an almighty scream from a young girl who was pointing at me. Not only did she get out but so did everyone else. Admittedly there were only 11 people in the pool, but it was still devastating.

The reason was mainly due to the fact a tabloid paper had written about what to look out for in the first signs of Aids (in the height of the 80’s Aids scare) and blotches on the skin was the first thing to look for – just my luck! I, as I’m sure you have experienced many, many situations like this and this is why living without a skin condition is just a different world!

As I want to repeat, I still have a degree of psoriasis but it’s nowhere near like before and when the sun shines, I’m often completely clear for many months of the year. In the winter, my skin often starts to see signs of psoriasis, mainly on my lower legs and inevitably I get the odd comment from the insensitive people in the world. However, whereas before I used to get upset,

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I now simply say, *"You should have seen it before!"* I also have a completely different attitude and perspective to my skin condition. If someone asks me if I have a problem with my skin, I simply say, *"No, do you?"*. If you think about it the people in the pool all had a skin problem – they had a problem with my skin. Although I was hurt, I managed to see the opportunity I had. I could have either run into the changing rooms and have the situation effect me all my life, or, I could have thought *"Great, an entire pool all to myself!"*. Luckily, I saw it for what it was. Of course, I would be lying if I said that incident didn't upset me at all, but it was the other people whose 'skin problem' prevented them from swimming. Although they had clear skin, they had a skin problem.

phase 1

The Run-Up To Day 1

Think about having a colonic irrigation to help clear any toxins in the intestines. This may help the cleanse be even more effective.

- Consider stopping smoking. Again, this can only help you – give yourself the best chance to succeed.
- Don't be tempted to pig out on the stuff you will not be eating during the plan. Really drill it home that it is your choice to pass on those foods and drinks. Pigging out will only encourage feelings of deprivation later.
- Do your shopping and clear out as much unnecessary food as you can (without upsetting your housemates or family of course!)
- Tell people what you're doing; get all the questions out of the way before you start. Ask for their support and understanding.
- Watch "The Boy Whose Skin Fell Off" – this will really help to put what you are doing into perspective – imagine if Jonny Kennedy had such an opportunity.
- Get a good nights sleep the night before – start as you mean to go on.

days 1–3

Raw Power!

To help you slot your new habits into your daily life, I have outlined a rough “*day in the life*”. Obviously not all days will go like this, but during the plan, do your best to ensure your body gets everything it needs. Give yourself the best possible chance of success!

- | | |
|-----------------|--|
| 7.00 am | Have a hot water and lemon or red clover & burdock tea on waking. It's important to hydrate the body after sleep. |
| 7.15 am | First thing is also a great time to take exercise, preferably outside. Aim for at least 20 mins. |
| 7.45 am | Skin brush. You may also like to salt brush 2-3 times a week depending on how your skin feels. |
| 8.00 am | Breakfast is an “Ultimate Skin Cleanser” (See recipe section) and take your supplements, most need to be taken when you eat. |
| 9.00 am | Drink some more water. Aim for 2 litres a day. |
| 11.00 am | Have fruit as a snack, up to 4 pieces per day is fine. This is because at this time, we are alkalising the body whilst balancing blood sugar. You are also welcome to have Juice In A Bar. |
| 1.30 pm | Lunch is another “Ultimate Skin Cleanser” juice. Try to get some fresh air, perhaps have a short walk. |
| 4.00 pm | Have some more fruit or even another juice or Juice In A Bar if you feel hungry in the afternoon. Remember, it is important not to let yourself go hungry. |
| 6.00 pm | After work, take a little exercise. Trampolining would be perfect. |
| 7.00 pm | Dinner is another Ultimate Skin Cleanser |
| 9.00 pm | Once a week, take a Dead Sea Salt bath |
| 9.30 pm | Have Blue Sheet Hour, relax |
| 10.30 pm | Get an early night. Rest is so important on this plan. |

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days 4–10

As before, continue with the plan but we can now introduce a little more variety to your meals. Below is a rough guide to a day:

7.00 am	Have hot water and lemon or red clover & burdock tea on waking
7.15 am	Exercise
7.45 am	Skin brush every day and salt brush 2 or 3 times per week before your morning shower
8.00 am	Breakfast – Ultimate Skin Cleanser juice and supplements
9.00 am	Remember to drink 2 litres of water every day
11.00 am	Snack could be fruit, your second Ultimate Skin Cleanser of the day, Juice In A Bar or a smoothie. (See recipes at the end of this book)
1.30 pm	Lunch – Soup or salad (see recipe section) and get some fresh air
4.00 pm	Snack on fruit, juice, Juice In A Bar or a smoothie
6.00 pm	Before dinner, have a walk or have a go on your trampoline
7.00 pm	Dinner – Soup or salad
9.00 pm	Red clover & burdock tea and a weekly Dead Sea Salt bath
9.30 pm	Blue Sheet Hour This is good to do EVERY night on the plan to help focus you for the following day.
10.30 pm	Get a good nights sleep

N.B. Don't isolate yourself during the plan, keep being social. Talk to people about what you are doing.

days 11–30

Food Rotation & The Alkaline-Acid Balance

This is where things start to get more “normal” in terms of eating and drinking and is where we start to introduce things like fish, chicken, rice, bread and other foods that will make things a whole lot easier. The only stipulation is the ratio of foods consumed and something called food rotation.

Food Rotation

Food rotation is something that has been used as a tool for skin conditions by natural practitioners for some time. The theory or science behind food rotation is all to do with the time it takes for certain foods to leave the body. For example, the process of digestion takes anything from 36–72 hours (depending on the food, animal flesh for example will stay with you for 72 hours) and the body is working **the whole of that time**. The idea is not just to alkaline the system and supply the right nutrients to heal the skin, but also to “free up” the burden on the body of having to use incredible amounts of energy trying to digest huge clumps of different food stuffs at one time. This is why the “live” foods for the first 10 days are so important, it’s a way of freeing up the body’s energy reserves which can then be used to help heal the intestinal wall and the skin.

Food rotation is where you leave sufficient time for foods like animal flesh to be fully digested. The ideal is to have meat/fish or brown/wild rice, etc. every other day. Leaving a one day gap where you have a “live” day without other foods.

Now, if we’re going to be realistic, I am not suggesting this food rotation business is a **must** part of the plan. I just want to mention it so you have even more tools you can use in the quest for healthy skin. Please use the tool where you can, especially during days 11–30 of Phase 1, however, even if you have complex carbohydrates or proteins everyday it will not interfere with your success.

Clearly, even if you have a different food the following day, given it takes 36–72 hrs from time in to time-out for food; it will be in the digestive system at the same time as other food. However, the gap between the two types of food is what is important here! I wouldn’t get too caught up with this other than to know if you want fish one day you are welcome to have it morning,

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noon and evening, just try to avoid having it on the same day as rice. Or if you choose to have rice, try to avoid having it on the same day as chicken etc. However, there is also one other very important factor to consider:

The 20-80% Alkaline-Acid Ratio

From day 11-30 you can tuck into all of the foods on the permitted lists, but try to make sure you can eat them in the correct ratio. We are aiming to keep your blood slightly more alkaline than acid. Contrary to what many people think, virtually all fruits and vegetables are alkaline producing and so the ones on the permitted list need to make up 80% of what you eat.

The remaining 20% should consist of acid forming foods from the list, such as meat, fish, rye bread and dairy. Acid foods have their place and can be of great benefit to mind and body, but you don't want to have more than 20% of your overall daily diet of acid forming foods. This is very important. The Ultimate Skin Cleanser veggie smoothies are very alkaline so have as much as you like! To give you an idea, an ideal lunch or dinner would be a plate of 20% fish and 80% steamed vegetables with some cold pressed virgin olive oil or Udo's oil sprinkled on top with lecithin powder and lemon juice – perfect.

Do NOT Over-Eat

Even though you can have any food and drinks in the correct ratio from the permitted foods list, it is extremely important that you don't over eat at this stage. Some people are so relieved to have fish, meat, rice and some form of bread back in the equation, that in order to have more of these foods, their 20% ratio ends up being huge. They then think that as long as they eat more of the alkaline foods and keep to the ratio, all will be well.

However – less is more, as they say – and one of the key rules is not to over eat on anything, even if it's good! The body only needs so much food and drink, after that it's just more work and, as burdening the digestive tract can have an acid type reaction. Little and often, should be the rule of thumb for Phase 1, and, in fact, for most of your life. I am of course a realist and I understand that we all like going for dinner and there's something about having a good portion of food at the end of the day, but please leave this until after Phase 1.

A rule of thumb for portion size is one level dinner plate full.

You will also find it's actually very hard to over-eat when having "live" foods. The body is getting what it needs and so your hunger is satisfied quicker and for longer. Also, once your body's sugar

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levels are balanced, after the first 2 weeks or so, your *“unnatural”* physical cravings for certain foods will have subsided.

Eating-Out On The Plan

Eating out during the plan is not as tricky as you may think; I would, however, advise eating at home for the first 10 days. After that time things like wild rice, fish and chicken are introduced. You can go to virtually any restaurant and get a large plate of fish, veggies and salad, even at an Italian. If the establishment is a bit funny about your *“special”* order, simply say you are allergic to other foods or you are on Doctors orders. That way no questions are asked and they will more often than not do what you ask. You also need to remember that you are the paying customer. Please just make sure that you are prepared when going out, and, if you are going to someone's house for dinner, let them know in advance. If you tell them why you are being *“fussy”*, they really won't mind. Always make sure that if you order fish or chicken that it is never fried.

plan for days 11-30

Here is a sample 3 day plan for this phase:

Day 1

7.00 am	Hot water and lemon or red clover & burdock tea on waking
7.15 am	Exercise, preferably outside
7.45 am	Skin brush every day and salt brush 2 or 3 times per week before your morning shower.
8.00 am	Ultimate Skin Cleanser for breakfast
11.00 am	Another Ultimate Skin Cleanser for a snack (you could make extra at Breakfast and take a flask to work with you) or fruit or Juice in a Bar
1.30 pm	Lunch – Souper Green Stuff (See recipe section) Try and get some fresh air at lunchtime. A walk will re-energise you for the afternoon
4.00 pm	Snack on fruit or a Juice in a Bar.
6.00 pm	Take some light exercise before dinner
7.00 pm	Dinner – Warm, organic chicken and avocado salad
9.00 pm	Red clover & burdock tea. Relax into a Dead Sea Salt bath once a week
9.30 pm	Blue Sheet hour.
10.30 pm	Get a good nights sleep.

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Day 2

7.00 am	Hot water and lemon or red clover & burdock tea on waking
7.15 am	Exercise, preferably outside
7.45 am	Skin brush every day and salt brush 2 or 3 times per week before your morning shower.
8.00 am	Ultimate Skin Cleanser for breakfast
11.00 am	Snack – Creamy honey 'n' berry smoothie
1.30 pm	Lunch – JMs Pasta and Pesto with juice starter (See recipe section) Try and get some fresh air at lunchtime. A walk will re-energise you for the afternoon
4.00 pm	Snack on fruit, Juice in A Bar or an Ultimate Skin Cleanser
6.00 pm	Take some light exercise before dinner
7.00 pm	Dinner – Brown Rice with stir fry vegetables with ginger and spring onion
9.00 pm	Red clover & burdock tea. Relax into a Dead Sea Salt bath once a week
9.30 pm	Blue Sheet hour
10.30 pm	Get a good nights sleep.

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Day 3

7.00 am	Hot water and lemon or red clover & burdock tea on waking
7.15 am	Exercise, preferably outside
7.45 am	Skin brush every day and salt brush 2 or 3 times per week before your morning shower.
8.00 am	Ultimate Skin Cleanser for breakfast
11.00 am	Snack on fruit, Juice in a Bar or carrot-sticks with hummus
1.30 pm	Lunch – Hot Honey Salmon Salad (See recipe section) Try and get some fresh air at lunchtime. A walk will re-energise you for the afternoon
4.00 pm	Snack on fruit, Juice in a Bar or an Ultimate Skin Cleanser
6.00 pm	Take some light exercise before dinner
7.00 pm	Dinner – Monkfish and wild rocket salad
9.00 pm	Red clover & burdock tea. Relax into a Dead Sea Salt bath once a week.
9.30 pm	Blue Sheet hour.
10.30 pm	Get a good nights sleep.

Conclusion

That concludes Phase 1 of the plan. I suggest re-reading what you've read up until now a couple more times to make sure you get your head around it, and to make sure you have everything before you start. If you haven't already, now is a good time to watch *The Boy Whose Skin Fell Off*, set a date, tell friends and family around you what you're doing and begin! After you have seen a change in your skin, only then go onto the next phase. You should not move onto the next phase any earlier than 30 days.

phase 2

Maintaining Healthy Skin

Phase 2 is the “*maintenance*” part of the plan. Once your skin has shown signs of improving, you will want to keep it that way. In order for that to happen, you will always need to keep a check, to some degree, on what you eat and drink. Now you may think that doesn’t seem fair – but then life isn’t sometimes and if you want clear skin, you simply need to get over it! Yes, it is true that some people can eat and drink what they like and have no problems, but again – so what?! I’m not one of them and neither are you! And the sooner you accept that the better, and the easier you’ll find your new way of eating and drinking.

Phase 2 is pretty much along the same lines of days 11-30 of Phase 1, except much more flexible. Food rotation for example, will not be something you will probably want to entertain as a part of life and you will only do it, during Phase 1. During Phase 2 you can increase the amount of **complex proteins and carbohydrates to 30% but you will want to aim for an average of 70% “live” foods and juices in your diet a day.**

You can, if you choose, also reintroduce alcohol in small amounts. Once again, if you struggle only having a couple of glasses of wine with dinner, then you really must get hold of **Kick The Drink...Easily!**

*Alcohol is an area which everyone with a skin condition **needs** to get a **grip** of.*

But, if you’ve no intention of quitting the drink for good, you should certainly look to have no more than one or two glasses with your meals at weekends. Clearly, in the real world, those who drink do occasionally have a bit of a session. The body can deal with the odd blow out, but if you keep doing it you will pay the price on your skin. It’s up to you, but your skin is in your hands now.

There will also be times when you have a food blow out. If... sorry... when you do, don’t beat yourself up. See it as part of “*normal*” life and clean up the next day.

*It’s what you do **most** of the time that **determines** your **health**!*

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If most of the time you are consuming acid reacting foods, drinking acid reacting drinks and thinking negative thoughts, then you will have ill health and your skin will soon flare up again. However, if most of the time you are eating alkalising foods, drinking alkalising juices and thinking mainly positive alkalising thoughts, then the chances are your skin will remain clear for most of the time.

*As a bare minimum you need to make sure you take the **supplements** drink **plenty of water**; take **regular exercise**; and have plenty of freshly extracted juices and “live” foods every day.*

If you follow those guidelines, even if you do have the odd, slight indiscretion, you won't flare up too badly.

If you cannot get into the right frame of mind to change what you eat and drink for life then you must make a point of reading **Slim For Life; Freedom from the Food Trap**. I say that not because I wrote it, but because it's the only book I know of that tackles the mental, as well as the physical side of how to make the change. Getting and staying in the right frame of mind is the only way you will achieve your goal, so make a point of making it a priority. If you do read Slim For life, please do not follow the eating plan as it will be slightly different (although not a great deal).

recipes

Ultimate Skin Cleanser

(Have as many of these as you like on days 1-3 and 2 a day from day 4)

INGREDIENTS:

½ Cucumber

3 Apples

1 stick Celery (organic if possible)

½ cup Spinach

½ - ¾ Avocado (ripe)

HOW TO MAKE:

Put cucumber, celery, spinach and 2½ of the apples through the juice extractor. Place avocado, ½ apple and ice into the blender, add juice and blend the lot for 45 seconds to 1 minute or until smooth.

If the juice is a little too thick, add more ice or a drop of water.

smoothies – day 4+

Magnificent Seven

INGREDIENTS:

2 apples

1 small bulb of raw beetroot

1 handful of spinach

1 stick of celery

¼ cucumber

½ peeled lime

½ ripe avocado

Ice cubes

HOW TO MAKE:

Juice the apples, beetroot, spinach, celery, cucumber and lime. Pour this juice into the blender, add the avocado and ice and blend until smooth.

Creamy Honey 'n' Berry

INGREDIENTS:

2 apples

½ cm (¼ in) fresh ginger

1 tsp honey

(Manuka or local organic)

Mixed berries (fresh or frozen)

1 tbsp bio-live natural yoghurt

Ice cubes

HOW TO MAKE:

Juice the apple, berries and ginger by packing the berries and ginger in between the apples. Pour the juice into the blender and add the yoghurt, honey and ice and blend until smooth.

Blueberry Burst

INGREDIENTS:

2 tbsp blueberries

2 apples

½ banana

Ice cubes

HOW TO MAKE:

Juice the apples and pour into the blender. Place the blueberries, banana and ice into the blender and blend until smooth.

Fennel Zest Fule

INGREDIENTS:

⅓ medium pineapple

¼ cucumber

¼ ripe avocado

2 cm (¾ in) fresh fennel

½ lime (peeled)

HOW TO MAKE:

Juice the pineapple, fennel, cucumber and lime (peeled). Add to a blender along with the avocado.

soups – day 4+

Souper Green Stuff

INGREDIENTS:

6 broccoli florets

50 g (1¾ oz) spinach

1 stick of celery

1 tbsp of vegetable oil

1 leek

1 courgette (zucchini)

1 vegetable stock cube

Crushed black pepper

HOW TO MAKE:

Remove the top and tail from the leek, celery and courgette and chop into thin slices. Chop the broccoli into small pieces.

Prepare the stock by dissolving the stock cube in 600 ml (1 pint) of boiling water.

In a large saucepan heat the oil and add all the vegetables.

Gently sweat the vegetables in the pan for 15 minutes and then add the stock and seasoning, bring to the boil and simmer for 10 minutes.

Remove from heat and using a blender (hand or jug), blend the soup slightly so it still contains a good chunky texture. Pour into a bowl and enjoy!

Orange Soup

INGREDIENTS:

½ butternut squash
1 small red onion
1 tbsp vegetable oil

3 medium carrots
1 vegetable stock cube
Crushed black pepper

HOW TO MAKE:

Peel the butternut squash and remove the seeds. Peel the carrots and red onion and chop all the vegetables into small chunks.

Prepare the stock by dissolving the stock cube in 600 ml (1 pint) of boiling water.

In a large saucepan heat the oil and add all the vegetables and season with black pepper. Gently sweat the vegetables in the pan with the lid on for 15 minutes, stirring occasionally.

Add the stock, bring to the boil and simmer for 10 minutes.

Remove from heat and using a blender (hand or jug), blend the soup until smooth.

Pour into a bowl and enjoy.

Hunky Chunky Vegetable

INGREDIENTS:

1 parsnip
1 sweet potato
1 courgette
1 tbsp vegetable oil

1 carrot
1 leek
1 vegetable stock cube
Crushed black pepper

HOW TO MAKE:

Remove the top and tail from the parsnip, carrot, sweet potato, leek and courgette and peel and chop into small chunks.

Prepare the stock by dissolving the stock cube in 600 ml (1 pint) of boiling water.

In a large saucepan, heat the oil and add all the vegetables. Gently sweat the vegetables in the pan for 15 minutes and then add the stock and seasoning, bring to the boil and simmer for 10 minutes.

Remove from the heat and divide the soup roughly in half. Blend one half of the soup (hand or jug), then combine the smooth soup with the chunky soup to create something smooth and creamy, so you can really get your teeth into.

snacks & salads – day 4+

Green Pesto Power Salad

INGREDIENTS:

1 large ripe avocado

¼ cucumber

100 g pesto

1 bag watercress, spinach and rocket

2 stems spring onion

2 tbsp virgin olive oil

HOW TO MAKE:

Wash the salad leaves and place in a bowl.

Remove the flesh of the avocado, cut into generous slices and add to the salad.

Thinly slice the cucumber and spring onion and add to the salad.

Empty the pesto into a small bowl, add the olive oil and mix well to create a pesto “dressing”.

Pour the pesto over the salad and serve.

Warm, Organic, Free Range Chicken & Avocado Salad

INGREDIENTS:

2 skinless chicken breast (free-range, organic)

1 large ripe avocado

50 g fresh parmesan

Virgin olive oil

1 bag wild rocket

1 lemon

HOW TO MAKE:

Place the chicken under the grill and grill for 20 minutes until cooked. Meanwhile, simply wash the rocket and place in a salad bowl. Remove the avocado flesh, chop into generous chunks and add to the rocket.

Remove the chicken from the grill, cut into generous chunks and add to the salad.

Using a peeler or sharp knife, “shave” thin slices of the parmesan over the salad.

Cut the lemon in half and squeeze the juice over the salad along with the olive oil.

Pour the pesto over the salad and serve.

Hot Honey Salmon Salad

INGREDIENTS:

2 fillets fresh salmon
1 lemon
½ cucumber
2 tbsp balsamic vinegar
2 tbsp of virgin olive oil

1 bag of watercress, spinach
& rocket
2 tsp Manuka honey
Black pepper

HOW TO MAKE:

Place the salmon (skin side up) on some tin foil. Place the salmon under the grill and cook for 10-15 minutes (do not turn over) Meanwhile, simply wash the salad leaves and place in a salad bowl. Thinly chop the cucumber and add to the salad. Make up the dressing by combining the juice from the lemon with balsamic vinegar, olive oil and pepper. Drizzle the dressing over the salad and toss well. Divide the salad onto the two plates, remove the salmon from the oven and place directly onto the prepared salad.

Monkfish & Wild Rocket Salad

INGREDIENTS:

1 bag wild rocket
200 g Monkfish
1 tsp coarse grain mustard
200 g Monkfish

1 tbsp Manuka honey
(or local organic)
2 tbsp extra virgin olive oil

HOW TO MAKE:

Wash the rocket and place into a bowl.

Mix together the honey, mustard and olive oil in a small bowl to make the dressing.

Cut the monkfish into 10 cm (4 in) chunks and place on aluminium foil.

Gently grill for 6-8 minutes.

Once cooked, add the monkfish to the rocket and drizzle the whole salad with the dressing.

snacks & salads – day 11+

JM's Snack Attack!

INGREDIENTS:

2 slices of rye bread

1 ripe avocado

95 g boneless sardines in sunflower oil

1 lemon

Black pepper

HOW TO MAKE:

Toast the rye bread.

Cut open the avocado, take out the seed and scoop out the creamy flesh. Spread the avocado on the toasted bread.

Open the sardines, drain off the excess oil and put equal amounts on each slice.

Cut the lemon in half and squeeze liquid over it.

Sprinkle over some cracked black pepper.

JM's Pasta & Pesto (+ Juice Starter)

INGREDIENTS:

125 g hemp and/or spelt pasta

4 carrots

(if not, use wholegrain)

1 small bottle green pesto

1 large handful spinach

½ lime

1 large handful parsley

HOW TO MAKE:

Fill a pan with water and place on heat.

Whilst it's heating up, juice the carrots, spinach, lime and parsley.

Place the pasta in the boiling water for the time specified on the packet (usually 8 minutes).

Drink the juice as a starter whilst you're waiting for the pasta.

Drain the pasta and place into a large bowl.

Open the pesto and mix into the pasta. Eat slowly and enjoy!

questions & answers

Q. What do you think of (artificial) ultraviolet light?

A I own a UVB bed but, unless things are desperate, I really wouldn't recommend it. UVB beds can be extremely dangerous in the wrong hands and sometimes desperation to see some change in the skin can lead to people burning themselves. I know this first hand because I have on several occasions. I now use the bed very, **very** sparingly; only in winter; and only as a tool with the diet. If you are already taking a course with your hospital then there's no need to stop – and if you've had success with this treatment in the past, then as long as it's in conjunction with the plan, I have no problem with it.

Q I am using a steroid cream, should I continue?

A My personal opinion is **"NO"**. This is based on the countless interviews I had with psoriasis sufferers at The Dead Sea and the many scars people have been left with as a direct result of these *"wonder"* creams and lotions. My ex Personal Assistant is still left with scars from Betnovate – a steroid cream designed for skin conditions like eczema and psoriasis. At the age of 13, Cindy had a lesion appear on the inside of her left thigh. Her doctor prescribed some Betnovate and told her that if she kept putting on the cream, it would go away. Not only was the cream unable to get rid of her skin problem: the cream literally burned her skin to the point that it scarred. She continued using the cream as her doctor made her wear gloves at night believing the scarring was caused by her scratching, not the cream!

The skin complaint and the scarring continued to get worse and worse, but this didn't stop the doctor prescribing the cream. As Cindy slept, the cream rubbed off from her left leg and went onto her right. This then caused scarring on her right inside leg and yet despite this the doctor still continued to prescribe the cream. After four months of using the cream a skin specialist instantly told her it was the cream causing the scarring. Betnovate scarring is now well known, yet it is still prescribed today, along with other *"magic creams"*. Cindy and her family did sue, but it took four years to get the money and then it was only £1500. She still to this day has scars on her left thigh as a direct result of a steroid cream.

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Unfortunately, these creams can “appear” to help some people and in some cases can indeed be of short term benefit. However, I personally don’t think the risks are worth it, and in order to cool the water in the pan we have to stop adding ice and turn the fire off. It’s up to you – but I personally would give the skin a chance to breathe and repair fully. You may well experience a flare up before things improve but in the long run, it will be worth it. The old adage of “*No pain, No gain!*” may well hold true for those coming off certain steroid creams and lotions.

Q Are saunas, steam rooms and spas OK?

A **YES!** Anything which helps to clear the toxins from the body and skin gets the thumbs up! Many people with skin conditions tend to skip spas though as they are worried about what people think of their skin, but **YES**, if you want one, feel free.

Q What other external lotions or baths can I use to help my skin?

A There really are too many to mention. I have mentioned skin brushing, salt brushing and Dead Sea salt baths but there are many others including Epsom Salt baths, Sodium Bicarbonate (baking soda) and Witch Hazel. All of which can help. The main thing though, is to do the eating and drinking plan and get enough sun and sleep. The best external product you can get for your skin is without question the Aloe plant. You can indeed get it in this country, but only from very select places. I’d do a search on the internet to find out where sells it near you. All you do is cut the “leaf” in half and rub the “gel” from the plant over your skin. It’s cooling and the healing properties of the plant are of extreme benefit to the skin.

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Q I get psoriasis on my head, what's the best product for this?

A Many people use products such as anti-dandruff shampoos and for some this can be pretty effective. However, these can “burn” the scalp slightly and they aren’t perhaps the best. As with the skin, the scalp will improve with the diet (especially if you remember to take the oil) but there is no question that a mixture of equal parts olive oil and peanut oil is perhaps the best application for the scalp. This mixture is also excellent for lesions on the skin as it helps to heal the surface cells and enhance the skins pliability. This should then be shampooed off the next morning with a light shampoo with as little chemicals as possible.

Always **towel dry hair** – only use a hairdryer on “cool” mode.

Q What if I have a bad day and have things that aren't part of the plan? Should I give up and start again another time?

A **NO!!!** Everyone has a bad day from time to time. Put it behind you, go for a walk, refocus your mind and carry on where you left off. A small slip won't ruin the plan for you. You are only human – don't beat yourself up about it. Just refocus your attention and remind yourself why doing this plan is so important to you.

Q My friends' birthday falls during the plan and she said it won't be the same if I can't have a drink with her – shall I put it off until there is nothing happening? I don't want to upset her!

A Explain to your friend why you are doing the plan and how important it is to you. If she is a good friend, she will understand and whether you drink or not will not matter. The most important thing is that you are there to help her celebrate which of course you will be! Have a great time and congratulate yourself on what an amazing thing you are doing for your health.

Q I have quite a large appetite and I'm worried that without all my usual snacks I will feel hungry.

A This is not a diet, this is a Skin Deep Plan. In the first few days, have as much of the Ultimate Skin Cleanser as you like and include 4 pieces of fruit if you wish. You should

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never feel hungry on this plan. The juices are like meals in themselves! As the days progress and you can introduce more variety to your diet, eat as much as you need to within the guidelines I have stated.

Q Is it safe for children?

A The simple answer is “**YES**”. The earlier you catch any skin disease the easier it is to clear. I wish when Dr. Cook said, *“Oh all you have is a small patch of dry skin on your stomach, I think it’s a form of herpes. It will grow in a circle and then disappear”* that I had the knowledge I have now. Unfortunately, I, like my doctor back then (and many now), was not very enlightened when it came to skin conditions. If I’d known what it was and known what to do, I strongly believe I would have never had to suffer for years with this awful condition. As it is, it was left undiagnosed for years and untreated.

This plan is more than safe for children and I strongly advise it. The only thing I would be careful of is high doses of supplements like Zinc, but other than that, your children are good to go. If they are allergic to any of the foods suggested, then clearly make adjustments – and you should always at least let your doctor know what you are doing.

If they are on any kind of creams for the skin such as ones prescribed by the doctor and containing steroids, I would either stop them altogether or look to cut down and then eliminate. Clearly you should always talk to your doctor, but please remember there are still some who are living in the dark ages when it comes to treating any kind of disease in the body.