



Clinical Applications

- Nutritional Support for the Body's Natural Detoxification Mechanism
- Nutritional Support for Gastrointestinal Health
- Nutritional Support for the Body's Anti-Inflammatory Mechanisms

Pura D Cleanse GHI™ is a comprehensive, fructose-free, low allergy-potential functional food designed to provide "optimal cleansing." This second generation formula, which provides the same high quality and easy digestibility with a significantly improved taste, features VegaPRO™, Vida Pura®'s proprietary pea/rice protein blend. It also includes Aminogen® to facilitate protein absorption. In conjunction with a Modified Elimination Diet, Pura D Cleanse GHI™ targets patients in need of Gastrointestinal, Hepatic, and/or Anti-Inflammatory support. This formula is suitable for Vegans.

All Vida Pura® Formulas Meet or Exceed cGMP quality Standards

Discussion

Pura D Cleanse GHI™ contains macro and micronutrients, as well as a host of ingredients (some patented or proprietary) that support fatty acid metabolism, gastrointestinal health, and anti-inflammatory pathways. Activated co-factors support mitochondrial energy production needed for biotransformation. This formula's ingredients inhibit phase 1 detoxification, up-regulate and support each phase 2 pathway, and provide antioxidant support.

VegaPro™ is Vida Pura's proprietary blend of rice protein concentrate and pea protein isolate, L-Glutamine, Glycine, Taurine, and Aminogen®. The latter is a patented, natural, plant-derived enzyme system clinically proven to increase protein digestibility and amino acid absorption. Generation of glutathione and sulfation co-factors that are vital for phase 2 conjugation requires an array of amino acids. The combination of pea protein and rice protein achieves an Amino Acid Score of 100%.

L-Glutamine, crucial in nitrogen metabolism, is hepatoprotective, supports intestinal cell proliferation, and plays a key role in the preservation of gut barrier function.^[1] **Glycine**, a building block for other amino acids, is needed for bile synthesis. **Taurine**, a derivative of sulfur-containing cysteine, is also important for synthesis of bile salts and helps stabilize cell membranes.

Ginger root, included to support the release of bile from the gallbladder, also acts at several sites to inhibit PGE(2) production.^[2] **Fiber Blend (Inulin from non-GMO Chicory, Beta Glucans, Oat Fiber, Corn Bran)** provides fibers that favorably impact intestinal flora and the formation of short-chain fatty acids. Beta glucans and lignins impact the binding of bile acids. **MeadowPure™** organic flax seeds, which possess excellent oxidative stability, provide lignins and soluble fiber, as well as antioxidants, anti-inflammatory omega 3s, and alpha linolenic acid.^[3]

Ellagic Acid (from pomegranate extract) prevents over-induction of CYP1A enzymes, works at the gene level to induce synthesis of glutathione-S-transferases and other phase 2 activities, binds directly to toxins, and protects DNA and hepatocytes.^[4] **Watercress** combines PEITC (a phase 1 enzyme inhibitor) with at least three phase 2 enzyme inducers: PEITC, 7-methylsulfinylheptyl ITC, and 8-methylsulfinyloctyl ITC.^[5] **Green Tea catechins** are not only antioxidants, but also appear to act as modulators of phase 1 and phase 2 detoxification.^[6]

Folic acid, methylcobalamin, betaine, and methylsulfonylmethane are present to support methylation. **Preventium®**, a patented form of potassium hydrogen d-glucarate, supports glucuronidation. Sulfation is supported by methylsulfonylmethane, alpha lipoic acid, and sodium sulfate. Acetylation is supported by **d-calcium pantothenate, pyridoxal-5'-phosphate, and magnesium**. Pyridoxal-5'-phosphate, along with folic acid, methylcobalamin, and glycine, which all support amino acid conjugation, are vital for the detoxification of xenobiotic chemicals.



Bioflavonoids, quercetin, rutin, and curcumin reduce damage from free radicals and possess ant-inflammatory properties.^[7,8] **N-acetyl cysteine**, yet another antioxidant, stimulates GSH synthesis, enhances glutathione-S-transferase activity, and promotes detoxification.

This formula is designed to be used as part of a step approach cleanse, in conjunction with a modified elimination plan.

References

1. Wang H, et al. [Effect of glutamine on intestinal mucosal barrier function in rats with acute hepatic injury] *Zhonghua Shi Yan He Lin Chuang Bing Du Xue Za Zhi*. 2009 Feb;23(1):53-5. [PMID: 19799019]
2. Lantz RC, et al. The effect of extracts from ginger rhizome on inflammatory mediator production. *Phytomedicine*. 2007 Feb;14(2-3):123-8. [PMID: 16709450]
3. Girish C, et al. Hepatoprotective activity of picroliv, curcumin and ellagic acid compared to silymarin on paracetamol induced liver toxicity in mice. *Fundam Clin Pharmacol*. 2009 Dec;23(6):735-45 [PMID: 19656205]
4. Hofmann T, et al. Modulation of detoxification enzymes by watercress: in vitro and in vivo investigations in human peripheral blood cells. *Eur J Nutr*. 2009 Dec;48(8):483-91. [PMID: 19636603]
5. Akhlaghi M, Bandy B. Dietary green tea extract increases phase 2 enzyme activities in protecting against myocardial ischemia-reperfusion. *Nutr Res*. 2010 Jan;30(1):32-9. [PMID: 20116658]
6. Garg R, et al. Dietary curcumin modulates transcriptional regulators of phase I and phase II enzymes in benzo[a]pyrene-treated mice: mechanism of its anti-initiating action. *Carcinogenesis*. 2008 May;29(5):1022-32 [PMID: 18321868]
7. Amália PM. Quercetin prevents oxidative stress in cirrhotic rats. *Dig Dis Sci*. 2007 Oct;52(10):2616-21. [PMID: 17431769]



Pura D Cleanse GHI™ Chai

Supplement Facts

Serving Size: 2 Scoops (58 g)
Servings Per Container: 14

Amount Per Serving		Calories from Fat 50			
Calories 210					
	Amount Per Serving	%Daily Value*			
Total Fat	5 g	8%*			
Saturated Fat	0 g	1%*			
Trans Fat	0 g				
Polyunsaturated Fat	0.5 g				
Monounsaturated Fat	2 g				
Cholesterol	0 mg	0%			
Total Carbohydrates	16 g	5%*			
Dietary Fiber	3 g	10%*			
Soluble Fiber	3 g				
Sugars	7 g				
Other Carbohydrates	4 g				
Protein	26 g				
Vitamin A (as mixed carotenoids)	2500 IU	50%	Iodine (as potassium iodide)	60 mcg	40%
Vitamin C (as sodium ascorbate)	250 mg	417%	Magnesium (as di-magnesium malate)	140 mg	35%
Thiamin (as thiamin HCl)	15 mg	1000%	Zinc (as bis-glycinate chelate)	10 mg	67%
Riboflavin (as riboflavin 5' phosphate)	5 mg	294%	Selenium (as selenium glycinate complex)	100 mcg	143%
Niacin (as niacinamide and niacin)	40 mg	200%	Manganese	2 mg	100%
Vitamin B6 (as pyridoxal 5' phosphate)	5 mg	250%	Chromium	60 mcg	50%
Folic Acid (as folic acid and calcium folinate)	400 mcg	100%	(as chromium nicotinate-glycinate chelate)		
Vitamin B12 (as methylcobalamin)	50 mcg	833%	Molybdenum	35 mcg	47%
Biotin	150 mcg	50%	(as molybdenum bis-glycinate chelate)		
Pantothenic Acid (as d-calcium pantothenate)	35 mg	350%	Sodium	230 mg	10%
Calcium (as di-calcium malate)	200 mg	20%	Potassium	330 mg	10%
Phosphorus (as potassium phosphate)	125 mg	12%			
MeadowPure™ (organic stabilized flaxseed complex)	5.6 g	**	Ellagic Acid (as pomegranate extract)	250 mg	**
Betaine (as trimethylglycine)	250 mg	**	Choline (as choline bitartrate)	100 mg	**
Lemon Bioflavonoids	250 mg	**	Green Tea Extract (40% catechins)	82 mg	**
Quercetin	250 mg	**	Preventium® (as potassium d-glucarate)	250 mg	**
Rutin	200 mg	**	Aminogen®	300 mg	**
Curcumin	200 mg	**			
N-Acetyl-Cysteine	150 mg	**	* Percent Daily Values are based on a 2,000 calorie diet.		
Ginger Root Powder	150 mg	**	** Daily Value not established.		
Methylsulfonylmethane	120 mg	**			
Sodium Sulfate	100 mg	**			
Watercress Herb Powder	100 mg	**			

Other Ingredients: VegaPro™ (Vida Pura®'s Proprietary Blend of Rice Protein Concentrate and Pea Protein Isolate plus Aminogen® L-Glutamine, Glycine, and Taurine), Evaporated Cane Juice, Brown Rice Syrup Solids, Sunflower Oil, Natural Flavors, Maltodextrin, Canola Oil, Inulin Fiber (Chicory), Sodium Chloride, Xanthan Gum, Guar Gum, Carrageenan, Potassium Citrate, Sodium Citrate, Stevia Leaf Extract.

Directions:

Blend, shake, or briskly stir 2 level scoops (58 grams) of Pura D Cleanse GHI™ into 8-12 ounces chilled, pure water (adjust amount for desired thickness), or as directed by your healthcare practitioner.

Caution:

There is insufficient data concerning the use of Pura D Cleanse GHI™ during pregnancy or lactation or by children. Individuals taking medications will require close supervision due to enhanced detoxification.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Pura D Cleanse GHI™