



## Clinical Applications

- Nutritional Support for the Body's Natural Detoxification Mechanism
- Nutritional Support for Healthy Hormone Metabolism

*Pura D Cleanse™ is a pleasant-tasting, low allergy, rice protein-based functional food providing a variety of macro-and micro-nutrients known to support and optimize detoxification in individuals experiencing signs and conditions associated with toxicity.*

**All Vida Pura® Formulas Meet or Exceed cGMP quality Standards**

## Discussion

Rice Protein Concentrate used in Pura D Cleanse™ is produced via a process that reduces the allergy potential compared to “regular” rice. The rice is fortified with the amino acids, lysine and threonine, resulting in a complete, high quality and easily digested 23-gram portion of protein. Among the many reasons for including high quality protein is the provision of amino acids such as methionine and cysteine used to generate glutathione and sulfation cofactors needed for Phase 2 conjugation.

The chart below highlights the importance of some of the other ingredients in Pura D Cleanse™.

Upregulation of Phase II Metabolic Pathways of the Liver	
Glutathione Conjugation	
NAC Glutathione	“As a source of SH groups, NAC can stimulate GSH synthesis, enhance glutathione-S-transferase activity, promote detoxification, and act directly on reactive oxidant radicals.” <i>Altern Med Rev. 1998 Apr; 3 (2)</i>
	Sulfation
L-Cysteine	“...the extent of sulfate conjugate formation and the metabolic clearance of drugs subject to conjugation with sulfate depend therefore on the dose, the dosage form, the route of administration, and the rate and duration of administration as well as on the pharmacokinetic parameters of competing processes.” <i>Fed Proc. 1986 Jul; 45 (8)</i>
	Amino Acid Conjugation
Glycine	“Low dietary intake of lipotropes, choline, methionine, glycine, folate, vitamin B12, B6, polyunsaturated fatty acids and phosphates, which are essential for microsomal metabolism detoxication of xenobiotic chemicals, is associated with carcinogenesis.” <i>Indian J Exp Biol. 1999 Feb; 37 (2)</i>
	Glucuronidation
Preventium	“the potent beta-glucuronidase inhibitor D-glucaro-1,4-lactone (1,4-GL)... increases detoxification of carcinogens and tumor promoters/progressors by inhibiting beta-glucuronidase and preventing hydrolysis of their glucuronides... its precursors, such as potassium hydrogen D-glucarate and calcium D-glucarate, may exert their anticancer action, in part, through alterations in steroidogenesis...” <i>Cancer Detect Prev. 1997; 21 (2)</i>
	Acetylation
Pantothenic Acid Magnesium Vitamin B6	“Acetylation requires pantothenic acid to function. It is the chief degradation pathway for compounds containing aromatic amines such as histamine, serotonin, PABA, P-amino salicylic acid, aniline and procaine amide. It is also a pathway for sulphur amides, aliphatic amines and complex hydrazines.” <i>Modern Nutrition in Health and Disease; 1999, 9th Ed</i>
	Methylation
Folate Vitamin B12	“Folate deficiency also is associated with increased carcinogenesis, an effect that may be mediated through participation in methylation...” <i>Am J Clin Nutr. 1995 Mar;61</i>



## *Dosing:*

Blend, shake or briskly stir 2 level scoops (60 grams) of Pura D Cleanse™ into 10-12 oz chilled water or juice or as directed by your healthcare practitioner.

## *Step Method*

The following guidelines are presented as an example of the Step method for employing Pura D Cleanse. The Modified Elimination Diet is a suitable accompaniment for each step unless noted. Ask your Vida Pura Functional Medicine Consultant for complete details.

Days 1 - 3: One servings of Pura D Cleanse  
Days 4 - 5: Two servings of Pura D Cleanse  
Days 6 - 8: Three servings of Pura D Cleanse  
Days 9 - 11: Four servings of Pura D Cleanse  
Days 12 - 14: Five servings of Pura D Cleanse, fasting.  
Days 15 - 28: One servings of Pura D Cleanse

## *Notes:*



## *Cautions:*

There is insufficient data concerning the use of Pura D Cleanse during pregnancy or lactation, or by children. Individuals on medications will need close supervision due to enhanced detoxification.

# Pura D Cleanse Raspberry -Lemonade Flavor



## Supplement Facts

Serving Size: 2 Scoops (60 g)  
Servings Per Container: 21

Amount Per Serving		Calories from Fat 30	
Calories 230			
	Amount Per Serving		%Daily Value*
<b>Total Fat</b>	3.5 g		5%
Saturated Fat	0 g		0%
<b>Trans Fat</b>	0 g		
Polyunsaturated Fat	1.5 g		
<b>Cholesterol</b>	0 mg		0%
<b>Sodium</b>	150 mg		6%
<b>Potassium</b>	510 mg		15%
<b>Total Carbohydrates</b>	26 g		9%
Dietary Fiber	5 g		20%
Soluble Fiber	2 g		
Sugars	6 g		
<b>Protein</b>	24 g		48%
Vitamin A (as mixed carotenoids)	5000 IU	100%	Calcium† (as di-calcium malate) 110 mg 11%
Vitamin C (as ascorbic acid)	220 mg	367%	Phosphorus (as potassium phosphate) 260 mg 25%
Vitamin D (as cholecalciferol)	65 IU	16%	Iodine (as potassium iodide) 55 mcg 37%
Vitamin E (as d-alpha tocopherol acetate)	110 IU	367%	Magnesium† (as di-magnesium malate) 111 mg 25%
Thiamin (as thiamin HCl)	5 mg	333%	Zinc† (as bis-glycinate chelate) 11 mg 73%
Vitamin B2 (as riboflavin)	2.2 mg	129%	Selenium† (as selenium glycinate complex) 55 mcg 79%
Niacin (as niacinamide)	10 mg	50%	Manganese† (as manganese bis-glycinate chelate) 1.65 mg 83%
Vitamin B6 (as pyridoxine HCl)	6 mg	300%	Chromium† (as chromium nicotinate-glycinate chelate) 55 mcg 46%
Folate (as folic acid and calcium folinate)	400 mcg	100%	Molybdenum† (as molybdenum bis-glycinate chelate) 150 mcg 200%
Vitamin B12 (as cyanocobalamin)	22 mcg	367%	
Biotin	160 mcg	50%	
Pantothenic Acid (as d-calcium pantothenate)	5.5 mg	55%	
Lignamax™ (stabilized flaxseed complex)	9 g	**	L-Leucine 250 mg **
L-Glycine	1500 mg	**	L-Isoleucine 250 mg **
L-Taurine	1000 mg	**	Linoleic Acid 150 mg **
Alpha Linoleic Acid	538 mg	**	Oleic Acid 125 mg **
L-Lysine	333 mg	**	N-Acetyl-L-Cysteine 55 mg **
Aminogen®	300 mg	**	L-Cysteine 55 mg **
Preventium®	250 mg	**	Glutathione 28 mg **
L-Valine	250 mg	**	L-Threonine 28 mg **

\* Percent Daily Values are based on a 2,000 calorie diet.  
\*\* Daily Value not established.

**Other Ingredients:** Rice Protein Concentrate, Brown Rice Syrup Solids, Natural Flavors, Guar Gum, Xanthan Gum, Soolite™.

# Pura D Cleanse Original Flavor

## Supplement Facts

Serving Size: 2 Scoops (60 g)  
Servings Per Container: 21

Amount Per Serving		Calories from Fat 30	
Calories 230			
	Amount Per Serving		%Daily Value*
<b>Total Fat</b>	3.5 g		5%
Saturated Fat	0 g		0%
<b>Trans Fat</b>	0 g		
Polyunsaturated Fat	1.5 g		
<b>Cholesterol</b>	0 mg		0%
<b>Sodium</b>	150 mg		6%
<b>Potassium</b>	510 mg		15%
<b>Total Carbohydrates</b>	26 g		9%
Dietary Fiber	5 g		20%
Soluble Fiber	2 g		
Sugars	6 g		
<b>Protein</b>	24 g		48%
Vitamin A (as mixed carotenoids)	5000 IU	100%	Calcium† (as di-calcium malate) 110 mg 11%
Vitamin C (as ascorbic acid)	220 mg	367%	Phosphorus (as potassium phosphate) 260 mg 25%
Vitamin D (as cholecalciferol)	65 IU	16%	Iodine (as potassium iodide) 55 mcg 37%
Vitamin E (as d-alpha tocopherol acetate)	110 IU	367%	Magnesium† (as di-magnesium malate) 111 mg 25%
Thiamin (as thiamin HCl)	5 mg	333%	Zinc† (as bis-glycinate chelate) 11 mg 73%
Vitamin B2 (as riboflavin)	2.2 mg	129%	Selenium† (as selenium glycinate complex) 55 mcg 79%
Niacin (as niacinamide)	10 mg	50%	Manganese† (as manganese bis-glycinate chelate) 1.65 mg 83%
Vitamin B6 (as pyridoxine HCl)	6 mg	300%	Chromium† (as chromium nicotinate-glycinate chelate) 55 mcg 46%
Folate (as folic acid and calcium folinate)	400 mcg	100%	Molybdenum† (as molybdenum bis-glycinate chelate) 150 mcg 200%
Vitamin B12 (as cyanocobalamin)	22 mcg	367%	
Biotin	160 mcg	50%	
Pantothenic Acid (as d-calcium pantothenate)	5.5 mg	55%	
Lignamax™ (stabilized flaxseed complex)	9 g	**	L-Leucine 250 mg **
L-Glycine	1500 mg	**	L-Isoleucine 250 mg **
L-Taurine	1000 mg	**	Linoleic Acid 150 mg **
Alpha Linoleic Acid	538 mg	**	Oleic Acid 125 mg **
L-Lysine	333 mg	**	N-Acetyl-L-Cysteine 55 mg **
Aminogen®	300 mg	**	L-Cysteine 55 mg **
Preventium®	250 mg	**	Glutathione 28 mg **
L-Valine	250 mg	**	L-Threonine 28 mg **

\* Percent Daily Values are based on a 2,000 calorie diet.  
\*\* Daily Value not established.

**Other Ingredients:** Rice Protein Concentrate, Brown Rice Syrup Solids, Natural Flavors, Guar Gum, Xanthan Gum.

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Pura D Cleanse™



<b>Modified Elimination Diet</b>		
<b>Food Group</b>	<b>Allowed (*these foods may not be tolerated by some individuals)</b>	<b>Avoid</b>
Meat, Poultry, Fish, Legumes	Poultry, lamb, bison or buffalo, venison, eggs*, all legumes, dried peas and lentils, cold water fish such as salmon, halibut and sardines	Beef, pork, veal, cold cuts, frankfurter, sausage, canned meats, tuna, mackerel, shellfish
Dairy Products	Unsweetened live-cultured, plain yogurt* or kefir, milk substitutes such as rice milk and unsweetened soy beverages	Milk, buttermilk, cheese, ice cream, nondairy creamers, commercial yogurts, cream soups, creamed vegetables
Starch	Sweet potato, rice, tapioca, buckwheat, quinoa and gluten free products	All gluten-containing products (e.g. Gluten containing pasta), corn *
Soups	Clear, vegetable based broth, homemade soups with allowed ingredients	Commercially-prepared soups or cream soups
Vegetables	All vegetables, preferably organic, fresh, frozen or freshly juiced, esp. cruciferous such as cabbage, broccoli, cauliflower, Brussels sprouts, kale, collards, radishes and watercress	Creamed vegetables, with cheese or butter sauce or in casseroles, nightshades including: tomatoes, potatoes, eggplant, peppers
Beverages	Unsweetened fruit or vegetable juices, (preferably organic), filtered water, caffeine-free herbal tea	Milk, coffee, tea, cocoa, alcoholic beverages, soda, sweetened beverages citrus, caffeinated herbal teas
Breads, Cereals	Any 100% whole grain made from rice, corn*, oat*, buckwheat, millet, soy*, tapioca, quinoa, arrowroot or glutenfree flour based products	All made from wheat, spelt, kamut, rye, barley, potato, amaranth, gluten containing foods; avoid yeast if sensitive
Fruits	Preferably organic, fresh, unsweetened frozen and/or canned fruits, preferably low glycemic and low mold	Citrus, strawberries, or sulfite-containing dried fruit, sweetened fruit drinks, or fruitades, jams, jellies, syrups
Fats, Oils, Nuts	Oils: cold-pressed, unrefined, canola, flax, olive or sunflower Butters: ghee, sunflower, flax, pumpkin, squash seeds Salad Dressings: made from allowed ingredients, preservative / additive free Nuts-almonds, pecans, walnuts, macadamias, Brazil, filberts (raw or dry roasted)	Margarine, shortening, unclarified butter, refined oils, peanuts, salad dressings and spreads, nuts/nut butters prepared with extra fat &/or sugar
Sweeteners	Brown Rice Syrup, Fruit Sweeteners (Agave), Stevia, Xylitol	Brown Sugar, Honey, Molasses, Maple Syrup, All Artificial Sweeteners
Condiments	All Salt-free Herbs and Seasonings, Seeds, Balsamic or Rice Vinegar	Salt, Soy Sauce, Mayonnaise, ketchup, relish

\*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.

