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Loose 5 Pounds In 5 Days The Healthy Way

Thursday, 06 May 2010 14:05 | Written by Best of You Today

The Best of You Today team personally underwent a 5-day cleanse challenge and were amazed by the results. Increased energy, glowing skin, and the loss of the last stubborn pounds are only a few notable things to mention. We felt refreshed, alive, and not deprived a single day. The juices were incredibly fresh despite traveling all the way from New York, the customer service was fantastic, and the packaging was simple, spill-free, clean and eco-friendly. Leave the stress behind, and take the Cooler Cleanse challenge. Your body will thank you for it!

Eric Helms launched his first juice bar, Juice Generation, in the Manhattan neighborhood of Hell's Kitchen in 1999. He was then, and continues to be, fueled by a bold mission: To help people of all lifestyles and ages discover the energizing and beauty-boosting benefits of nature's most nutritious liquid foods. Eric's latest juice offering, Cooler Cleanse, is a collaboration with actress Salma Hayek. He recently sat down with us to talk about his passion to bring us the healthiest, most delicious juice cleanse possible.

BOYT: What was your inspiration to create Cooler Cleanse?

EH: Honestly, my inspiration was the demand of people. I'm very much a small business owner and I'm in touch with my business every day; it's my life. I literally worked behind the counter when I first started back in 1999 and I know so many of my customers. I know the farmers that deliver produce to my stores, and over the past few years, I've seen the increased popularity of cleansing. My customers are asking for it. We've offered it off the menu for several years now and we have a lot of clients that we've shipped to for nearly three years that are located both in and out of New York and want these juices delivered to them wherever they are. We've been using this special method of extraction with a hydraulic press for several years, and people have loved it. It's Juice Generation that people would crave. People loved it, and I knew it was time to offer something formally. So we worked for about a year and a half creating the business and the menu and the method of how we were going to offer it, and Cooler Cleanse was born.

BOYT: Do you also offer raw food?

EH: The raw food actually came about when we were working on the cleanse. Many of the people doing the Cooler Cleanse before it was officially launched would call because they were really confused about what it meant to break the cleanse, or to prepare for the cleanse, and we would recommend a vegan or vegetarian diet with raw foods. People didn't really understand what the restrictions were – what they could eat, if they could have eggs or meat, what was okay, what was not okay – and they really wanted something simple. They wanted me to just tell them where to go and buy whole foods, what to do before and what to do after. We thought what a great thing it would be to create something that was not only appropriate and could eliminate certain things from their diet, but would be something that also tasted great, that was good, that they would enjoy. That was a challenge; really thinking about raw food and how people perceived vegan and raw food as sort of healthy and hippie-like with lots of sprouts, and then really offering something that was gourmet and sexy and delicious. So good that even someone who is a carnivore could eat it and say, "Wow, that's great, that's delicious." So, hopefully, that's what we did.



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BOYT: Salma Hayek is the co-founder of the Cooler Cleanse.

EH: She is, indeed. She worked with me for over a year and a half on the cleanse, and she's been extremely involved in everything. The recipe for the almond milk is actually hers. If you know Salma, she has strong opinions about a lot of things, and she's very smart, and she wants to be involved. She has tasted and given recipes and worked on every single thing on our menu.

BOYT: Has she credited cleansing to her amazing physique and appearance after having her baby?

EH: She's been juicing and cleansing for years and years and years. Even back when I first opened my juice bar in the late '90s, she would call me and say, "Why aren't you offering a juice cleansing?" It's something that she's embraced for many years as part of her beauty and health regimen – she's a big fan of cleansing.

BOYT: We've heard the food tastes amazing.

EH: We have a great chef. It took me a long time to connect with him, but I'm glad we did.

BOYT: What are the benefits of a juice cleanse?

EH: This is a nutritional cleanse, and it's not about deprivation. You're flooding your body with over 20 pounds of organic fruits and vegetables. Secondly, these are all short, functional cleanses. They're designed to be easy to accomplish, and we're not in any way advocating a 21-day cleanse where you abstain from food and exist on juices. People are really surprised by how much energy they have, how well they sleep. But honestly, you know, most people go into this expecting to shed a few pounds, and that's the motivation for a lot of people. If you do have extra pounds to shed, you will. That's a nice result. Something that surprises most people is that after finishing the cleanse, they really have no craving for fast food or processed food. They want to eat more vegetables; they want to continue to integrate fresh juices into their diet.

BOYT: We read that you collaborated with raw food experts and nutritionists in developing the blends of juices. Is the cleanse full of the necessary nutrients?

EH: This is a common-sense approach to health. Again, we're not advocating a 30-day abstinence from food. It's routine maintenance; this is something you do to feel better, to look brighter and younger, and to feel cleaner. It's just commonsense. People have been fasting for thousands of years. We're really about offering this to people in an easy-to-accomplish way. We do all the work for you – we put it in a cooler, you can take it to work, you're not going to be home for two or three weeks in the bathroom all day. You live your everyday life.

BOYT: How important is the preparation before the cleanse?

EH: Preparation is so important. It is all about preparation: the more you prepare, the better experience you'll have, the better results you'll get. For someone who has a great diet, who has possibly cleansed before, and who eats very healthy, whole foods, I think 2 to 3 days of preparation is sufficient. For someone who eats processed foods, deli meats, lots of dairy products and red meat, they need to spend, at minimum,



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four to five days altering their diet. They must also cut down on the caffeine. As long as they're conscious about doing this, I think they can have a good experience and minimize the detox symptoms.

BOYT: What is the benefit to purchasing Cooler Cleanse over preparing juices at home or purchasing fresh juice from a store?

EH: Juice from a store is pasteurized and has added sugar. Juices have enzymes, vitamins and minerals that are killed when you pasteurize. All those juices are flash pasteurized, so they're heated. We are offering live, raw, unpasteurized juice. Secondly, the method of extraction that we use is very labor-intensive to optimize the nutritional value. We prepare all of these juices with a hydraulic press. Let's say that in San Diego you have a great juice bar at your health food store, and you can go in and order a carrot juice or a green juice. Nine times out of ten, they're going to have a standard juice press, which is great. It's fresh and you need to drink it immediately. If you took that juice home and stored it in your refrigerator, you'd see that it would start to separate and would oxidize pretty quickly. It would lose a lot of its potency. A hydraulic press masticates all the fruits and vegetables. We then put the pulp on the hydraulic press, where it's met with 5000 lbs. of pressure to extract all the pulp and air from the juice, which ultimately yields a juice five times higher in vitamins and minerals. It actually tastes a little different to me, though some people don't notice a difference. If you keep it refrigerated, it's good for three days. So it's the highest quality juice available. What we offer can't really be done at home. Most people don't have access to a hydraulic press.

BOYT: Do you recommend exercising while doing a cleanse?

EH: I do. I recommend exercise in moderation. Would I recommend going for a 10-mile run? No. Would I recommend a yoga class, stretching or a good walk? Absolutely. I mean, to sweat is fantastic – a sauna, yoga or something that's going to make you sweat out the toxins is very beneficial and I would definitely recommend it.

BOYT: Is Cooler Cleanse available to be shipped anywhere in the US?

EH: In June we'll offer national shipping. We're gearing up for that right now.

BOYT: Are you also going to be shipping raw food?

EH: Yes, we are. All of our juices and raw foods will be available to be shipped nationwide.

BOYT: Lastly, please tell our audience some new and exciting developments at Cooler Cleanse.

EH: We are working on two new coolers that we're going to introduce in September. Also, our raw chef is working on a wonderful line of raw desserts.

BOYT: We can't wait!

For more information on Cooler Cleanse and their delicious juices, cleanse options, and custom cooler's, visit www.coolercleanse.com