



**Media release  
December 2009**

## Urban Remedy nutritional cleanse launches in Sydney

Have you spent years searching for the ultimate detox? Have you scoured for a solution that is effective, nourishing, and convenient, but all you have found are messy do-it-at home kits with complicated shopping lists and questionable nutritional value, resulting in a very confused body and short-lived benefits?

Look no further.

Introducing, Urban Remedy Cleanse...

### **What is it?**

Urban Remedy Cleanse is a nutritional juice-cleansing program, with a difference! Designed to detox and renew the body within the comfort of your own lifestyle.

### **How does it work?**

The cleanse involves replacing all solid foods for one, three or five days with a daily series of six super nutritious juices that are delivered directly to the cleanser the night before their detox begins. Available in three different levels allowing the cleansers to choose the cleanse intensity that's most suited to their goals, lifestyle and diet.

### **Why do it?**

Cleansing can reduce the level of toxins in the body and can assist in kick-starting a new healthy lifestyle, achieve equilibrium, lose weight, get more energy and generally feel and look a lot better.

### **How to get started?**

Urban Remedy nutritional juice cleanses can be designed and ordered online at [urbanremedy.com.au](http://urbanremedy.com.au).

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The idea for Urban Remedy was born when a bunch of health conscious (but indulgent) Sydney-siders wanted to do a cleanse that was healthy, balanced, simple to follow and highly effective.

Developed in consultation with nutritionist Taryn Polovin, the cleanse is designed to ensure that cleansers receive adequate kilojoules, protein, good fat and carbohydrates for the duration of the cleanse, while at the same time delivering a huge boost of the nutrients that are often lacking due to busy lifestyles and hectic schedules.

The juices are made using single gear cold press juicers rather than high-speed commercial or home juicers which juice very quickly resulting in far less nutrients and increased oxidation. Urban

### **Media enquiries**

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Remedy's juicers extract juice using a slow speed pressing action, preserving the nutrients and producing "living" juice that is ideal for cleansing.

The business has been founded and will be run by Emma Seibold, a former marketing executive in the fashion industry, yoga teacher and nutritional coach:

"The idea is to take the hassle out of cleansing and make it as healthy and effective as possible. There are so many detox regimes around that are either too difficult to follow or don't provide enough nutritional value. We've created a cleanse program to suit the needs of health-conscious, but busy urbanites. All the cleanser needs to do is drink the juices and the cleanse will work its magic, detoxifying the body and providing a nutrient boost."

Urban Remedy currently delivers to metro Sydney and will be expanding into Melbourne, Brisbane and other locations soon.

#### Notes to editors:

#### Benefits of cleansing

Toxins are everywhere. We ingest, inhale and absorb them every day. Common sources of toxins include food additives, pesticides, household cleaners, pollution, cigarette smoke, and heavy metals like lead and mercury. Many of these toxins can become deposits in our fat cells (the last place we want them!). If our diet lacks certain nutrients, our natural detoxification processes might be impaired.

The human body is designed to detoxify naturally. Cleansing helps to accelerate this natural process of neutralising or eliminating toxins from the body for optimum health. An Urban Remedy Cleanse is particularly efficient and effective because it does two things at once:

- It floods the body with easily-assimilated nutrients, vitamins and minerals – energizing and stimulating the body's natural healing abilities.
- It gives the digestive system a rest, freeing up vital energy normally used to digest food and allowing that energy to become available for other uses, like cleansing and detoxifying. With all this "free time", the body scours for dead cells, toxins, damaged tissues, fatty deposits, and more, all of which are then burned for fuel.

Physical benefits of cleansing include increased energy levels, weight loss, clearer, brighter skin, improved digestion, reduced cellulite, improved concentration and focus, and reduced cravings for sugar and other stimulants. Cleansing generally helps to kick-start or reinforce a healthier lifestyle.

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