

*Health is a state of complete physical, mental and social well-being, and not merely the absence of disease or infirmity.*

~World Health Organization, 1948

I thought the latter part of December into early January seemed like a problematic time to do a detoxification program; but after learning more about this supportive program from Baseline Nutritionals™, I joined over 600 people in 32 countries cleansing their bodies and minds. I recently had the opportunity to speak with Jon Barron who has developed these products that made this program seem almost effortless.

**Vision Magazine: How did you get interested in alternative health?**

**JB:** Even as a teenager, I worked with my father, one of the first "true" technologists in the country; he got one of the first degrees in food technology. I worked with him designing foods and flavors. I planned to be a medical doctor and I went to college as pre-med. I soon become disillusioned and began writing on diet and nutrition back in the '60s. I didn't think of it as a career necessarily, but alternative health. Back then you didn't have all the information around such as magazines like *Vision*. The schools for alternative health didn't exist and a lot of alternative health practitioners were afraid of being arrested. One of the things that surprises a lot of people is that in parts of the U.S. it is actually illegal for a medical doctor to suggest alternative therapies for diseases like cancer.

**VM: Wow!**

**JB:** Back then people were doing alternative medicine through referral. You had to know someone, who knew someone, to get in. What I did was to start tracking these people down to try to learn what they were doing. What amazed me was how many people came to them who had been declared terminally ill by their doctors. Some of these people actually got well.

It wasn't everybody, but it was a huge percentage of people who had been sent home to die. Even those who died, and I know this sounds like an oxymoron, felt better in the process. Going through cancer they stopped vomiting, losing their hair and so on. Their health actually got better. They had more time with their family. And, finally, their energy went and they passed. It was a much kinder

process. Based on that I become more involved [in this field].

The people I went to were formulators, but not manufacturers of alternative therapies. I got more involved in working with these early alternative health innovators in the aspect of formulation and achieving the formulas they wanted. That's how I became a formulator, which was actually my career for a while. I began to record and document these formulations and their attributes and in the process became a writer, which I've been doing for many years, by putting out a newsletter on health and nutrition.

**VM: What have you learned from your group cleanse in over 30 countries?**

**JB:** This is not the first one we have done, so we have seen an evolution. It is like anything, we have a range of results and responses. But the bottom line is the Liver Detox is a tough thing for people to take. It is demanding, [but] not as tough as many people think. If people have fasted with juices beforehand it is not a big deal. For most people, that's the hardest thing, just not eating. So, it tends to produce the most profound results. The colon cleanse, for some people, if they were constipated, by just using the Colon Corrective they were suddenly saying, "Wow!" in the morning.

Even the colon cleanse can be dramatic for people. This detox is likely to produce profound changes in health and while you're doing it, even experiences that turn out to be spiritual. Many religions use fasting and cleansing as part of their spiritual disciplines, such as the Native American Indian Vision Quest and similar spiritual fasts.

I think what surprised me this time is how few people actually bailed [on the cleanse]. Some people had a headache the first day, and said, "I don't want to deal with this," and quit. But there weren't many. The big surprise was how many [people] had problems, yet persevered. Then they reported how things improved dramatically, the headache went away and they would feel incredible. Some [said] their senses became sharper, with their sight and smell improving. We did have people talk about feelings of upliftment and they felt lighter, more spiritually elevated.

People told us of the health improvements they noticed. People with diabetes who pointed out that for the first time in years their blood sugar [levels] were normal, which is interesting because most people are afraid of doing a detox because they are not eating [meals] and they think that affects their blood sugar. In fact, if you are doing it right and staying with the program it will actually balance out blood sugars. Products such as the Blood Support Formula have blood sugar regulators in them.

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A Baseline of Health

**VM: What are some of the most common toxins found in our bodies?**

**JB:** In general, you are going to have everything from heavy metals to drug residues. A lot of people are not aware that our city drinking water is now riddled with drug residues. You are literally drinking heart medication. They talk about cholesterol that comes from your diet and from your Uncle Bernie. But think about this: It's coming from you neighbor's Uncle Bernie. The water treatment plants have no facilities for removing them. There are residues of petroleum-based estrogen mimics in amounts as small as one billionth of a gram.

This kind of cleanse will actually detox matter in the intestinal tract. [When detoxifying] you can cleanse accumulated fats, clean out stones in the liver, parasites and the list goes on. There are over one hundred-thousand chemicals in the environment today that didn't even exist a hundred years ago. We are only just now beginning to understand the implications of what these substances are. They are in the environment, the clothes you buy, and the water you drink. They are everywhere. You can't escape them.

**VM: What about naturally occurring toxins in our body such as yeast. Does your system work with those as well?**

**JB:** Yes. The whole concept behind what we do is very simple: Your body is designed to stay healthy and repair damage, to stay well provided that you do two things. My book is about those two things: cleanse and provide good nutrition. If cleaned out, those things damaging the body and its ability to take care of itself will be depleted. And, you need to provide the body with the proper nutrients it needs, that we often no longer get from the diet we eat.

I usually recommend a detox four times a year. Think of it as a spring, summer, fall, winter, house cleaning. We alternate between doing a colon, heavy metal detox, and then the liver/gall-bladder flush which also works to benefit the kidneys, too.

**VM: The products from your companies are formulated for this kind of detox. Can you tell us about them?**

**JB:** I tend to formulate products that I can't find easily or I don't think are of sufficient quality. The key is understanding formulation. There are several things people do wrong when putting formulas together. One of them is that there is everything in it. I'll look at a capsule and there will be 60 ingredients. Let's do a little math: If you have a 500 milligram capsule, basically half of one gram, and there are 50 ingredients in it evenly distributed, you have ten one-thousandths of each ingredient. And, the fact is they are not evenly distributed. The first one or two ingredients are probably 90 percent of the capsule, which means the other 48 ingredients are at levels of one or two-thousandths of a gram. In the trade we call that pixie dust. That's one problem: A lot of formulations squeeze too much in there, which leads to the second problem—ingredients that are beneficial, but contradict each other. I will look at a product and see that they have probiotics and golden seal. The purpose of golden seal is to kill bacteria in the intestinal tract. So now you are taking a formula that has both good bacteria and golden seal, which will kill [the good bacteria].

The third thing is people do not understand herbs and their different grades. You can buy ginseng for \$5 a pound or buy a high-grade, wild organic ginseng which is \$400-\$600 a pound. Most products use the five-dollar a pound ginseng. On the label it says ginseng. You can guess which one has more active ingredients and components in it; of course it's the higher-grade ginseng.

Peppermint tea is an example. Take two batches of tea, one high-grade peppermint and one low grade and brew up two pots. You taste one batch of tea and it tastes like dishwater and the other one has that really bright, peppermint zing to it. That is a signature characteristic of peppermint.

The signature characteristic of Echinacea is that it tingles in the mouth. The more it does that, the more the amount of Echinacea in either the liquid or pills. Out of thirty brands I found only one that had any Echinacea activity.

**VM: What can we do to reduce the toxins absorbed through our skin?**

and put in a few drops of lemon juice. If you turn yellow, a sign of chlorine in the glass; it's in your skin.

The most absorbent tissue in the human body is the female breast. It literally just sucks up chlorine. Women in general have thinner skin than men's, so they absorb more quickly and the younger you are the more absorbent your skin is. Chlorine is a known carcinogen and [scientists] keep coming out with more cancers that they identify it with. And yet it's sort of a risk reward thing; they've determined that the number of people who get cancer is smaller than the number of people who benefit because they don't spread diseases.

It would take just one good Cholera outbreak and people would know why [chlorine] is there; the issue is instead of acknowledging the problems we have with municipal water, these companies say [water] is safe when arriving at your house; it is not carrying disease. Why not say, "We've kept it disease free and you want to do the final treatment at your house?"

**VM: What about bottled water. Doesn't it have elevated levels of bacteria?**

**JB:** When dealing with statistics, it goes back to one of my favorite quotes of all time, attributed to Benjamin Disraeli: "There are three kinds of lies in the world. Lies, damn lies and then statistics." You have to be careful. Here's one that is very fun but gives you great perspective. Did you know there are five times as many bacteria on your computer keyboard than your average toilet seat? In hotel rooms they found the phones and faucet handles on the sinks are filled with live cold germs. On the other hand scientists are coming to the conclusion that the protection we are offering to children may be counterproductive and what their immune system needs is education; kids who play in the dirt eating mud-pies, leaves and earth—doing what kids used to do when their immune systems were getting trained and toughened.

In my studies of the body what I find more fascinating by far is the communication by the brain to the body not by nerves but by chemicals or neuropeptides. There is communication going back and forth between every cell in your body and your brain. They know what they are doing, they communicate and they influence each other. For example with depression certain chemical signals are released in a lock and key type system and they lock into certain immune cells and those immune cells shut down. Depression tells your immune system to shut down, which is why the highest correlation for colds is when people are depressed or stressed. When you're happy you put out different neuropeptides with different receptors on the immune cells and they tell the immune system to strengthen.

Foods are nothing but a set of biochemicals that affect you in many ways, like high fructose corn syrups that are addictive. With yeast there are organisms living in your body that put out chemicals and signals; when you are infested with candida you have cravings for the things candida wants such as sugars, starches, wines. The amount of communication that goes on at a level that you wouldn't think is absolutely stunning. Einstein said the more one looks at the universe it looks like a giant mind. Well that's true about your body, it's an integrated system totally tuned into itself, and one part affects the other.

I think the single best investment is not on supplements but on a good juicer. If you fast one day a week on juices, in seven years you've gone an entire year without eating. Little things, done repeatedly make a huge difference.

It's the things you do day in and day out, not the things you do once. Eating a steak dinner with french fries won't kill you, doing it every day will. Eating a salad tomorrow won't make you healthy, but eating salads and raw foods over a period of time will. And the great thing is you can actually see it. You have two people who look the same age and put them on different diets, one on fast food and one on whole foods; in a week you won't see any difference, but in a few weeks you can. In a year you'll see a bigger difference, and in ten years one person will have aged substantially more than the other person.

For more information on Jon Barron and Baseline Nutritionals® visit [www.jonbarron.org](http://www.jonbarron.org) or [www.baselinenutritionals.com](http://www.baselinenutritionals.com), or contact 800/695-5995 and [info@baselinenutritionals.com](mailto:info@baselinenutritionals.com).

