



BREAK the CYCLE

of TOXINS and STRESS

Jordan Rubin



There is an undeniable link between our increasingly toxic environment and the record number of people experiencing chronic stress. The avalanche of toxins—over 80,000 chemicals are approved for use in the United States alone—has created a cascade of stress-related health issues. We are more toxic than we've ever been and it's stressing us out.

You don't even need to look at the inner workings of the body to understand the connection—just look at the symptoms.

Chronic stress weakens the immune system, and so do excess toxins. Toxic overload saps energy, as does repeated stress. Toxins interfere with the digestive system, and chronic stress actually shuts parts of the digestive system down temporarily. †

Both stress and toxins can suppress cardiovascular function. Excess toxins have been linked to poor cognitive function, and so has stress. †

External toxins cause stress and stress causes the production of internal toxins which leaves the body vulnerable to additional toxins. †

IT IS A CYCLE AND IT IS VICIOUS.

If we're going to break the vicious cycle of toxins and stress, it's not enough to focus on just stress or just toxins. You need to attack both and you need to start now.



WHEN FIGHT OR FLIGHT TURNS INTO AN EVERYDAY OCCURRENCE

In one very specific instance, stress can be good. Known as the “fight or flight” syndrome, it’s what happens when you are presented with danger. When that happens, your body undergoes several rapid changes as hormones, including the stress hormone cortisol, are pumped into the body in large quantities by the adrenal glands triggering additional changes including:

- *Increased blood pressure and blood flow to muscles*
- *Fat and glycogen are released for energy*
- *Increased muscle tension*
- *Blood clotting function accelerates*
- *Digestion slows down or stop, as do other systems “non-essential” for immediate survival*

Unfortunately, our constantly stressful modern lifestyles are prompting the fight or flight reaction when there is no imminent danger. Known as chronic stress or more specifically stress-induced adrenal fatigue.

The result is the near constant production of cortisol which may lead to†:

- Fatigue
- Tension in Neck and Shoulders

- Sleep Issues
- Emotional Ups and Downs
- Cravings for Sweets
- Slower Metabolism

The good news is there are some strategies we will share with you below that can help you fight back against toxins and stress.

TOXINS AND THE HUMAN BODY

It will surprise many to know that the human body is pretty good at creating its own toxins. As part of the metabolic processes that keep the body functioning, a laundry list of toxins is created. Normally the body is able to self-regulate and combat those toxins. However, the process is made much more difficult when the body undergoes stress, as several of the pathways used to combat those internal toxins are shut down.

Many of the toxins we're exposed to come from our environment. External toxins are not natural and the body sees them as invaders. This invokes an immune response. The immune response is perfectly normal, however, like any other body system, it can be overloaded. When excess toxins overload the immune system, it becomes weakened, and the body becomes more vulnerable. Additionally, many toxins cause free radicals to form which bind to cytokines, the cells that are used as signals along immune system pathways, further weakening the immune system.

WHICH CAME FIRST, THE STRESS OR THE TOXINS?

Does too much stress create excess toxicity, or does an abundance of toxins create excess stress? The answer is yes and yes. The fact is, stress and toxins are linked—and they have an effect on numerous body systems.

THE IMMUNE SYSTEM AND THE TOXIN-STRESS CYCLE

Chronic stress causes an increase in the release of cortisol into the body. Prolonged cortisol release decreases the production of the lymphocytes the body uses to fight off outside invaders—including unwanted toxins. † Where toxins are concerned, excess exposure can simply overwhelm the immune system's ability to keep up.

THE DIGESTIVE SYSTEM AND THE TOXIN-STRESS CYCLE

One of the scariest aspects of chronic stress is that it actually represses digestive function in order to divert resources to other parts of the body. This is a major problem as the battle to remove toxins from the body is fought primarily in the gut. When the gut is compromised, toxins can be released into the bloodstream and subsequently into the body's organs and systems. An unhealthy or compromised digestive system is like an open door for toxins.

BRAIN FUNCTION AND THE TOXIN-STRESS CYCLE

It is well known that several environmental toxins can have potentially serious effects on brain health, including diminished cognitive function, lack of focus, learning difficulties and emotional instability. It is believed that excessive cortisol production brought on by chronic or repeated stress interferes with neurotransmitters, leading to issues with both short-term and long-term memory.

CARDIOVASCULAR HEALTH AND THE TOXIN-STRESS CYCLE

In a “fight or flight” scenario, cardiovascular function is sped up in order to deal with danger. Unfortunately, chronic stress has been shown to have the same effect, which is why prolonged stress is so detrimental to cardiovascular health. Excess toxicity creates free radicals which lead to oxidative stress, and is particularly hard on the cardiovascular system.

ENERGY LEVELS AND THE TOXIN-STRESS CYCLE

Your energy level is greatly affected by stress and toxins. Low energy levels can be caused by impaired signaling function in the brain, improper digestive function and an overburdened immune system, all areas directly affected by both toxins and stress.

WHAT DOES CHRONIC STRESS/ADRENAL FATIGUE LOOK LIKE?

- *Fatigue
- *Premenstrual tension
- *Emotional ups and downs
- *Inability to Concentrate
- *Cravings for sweets
- *Frequent Sneezing
- *Apprehension
- *Headaches
- *Alcohol intolerance
- *Weakness
- *Neck pain and tension in trapezius muscles
- *Intervals of confusion
- *Poor Memory
- *Heart palpitations
- *Backache
- *Lightheadedness
- *Bowel irregularities
- *Frequent dizziness
- *Sleep issues
- *Poor skin tone/dry skin
- *Compulsive behavior

WHAT DOES TOXIN OVERLOAD LOOK LIKE?

- *Fatigue
- *Heavy menstruation
- *Emotional ups and downs
- *Inability to Concentrate
- *Cravings for sweets and salt
- *Bad Breath
- *Headaches
- *Body odor
- *Short temper
- *Skin blemishes
- *Discolored and/or weak finger and toe nails
- *Dark circles under your eyes
- *Difficulty sleeping
- *Occasional gas and bloating
- *Poor Memory
- *Lightheadedness
- *Excessive ear wax
- *Occasional diarrhea and/or constipation
- *Frequent dizziness
- *Feel tired even after 8+ hours of sleep
- *Compulsive behavior

BREAKING THE CYCLE OF TOXINS AND STRESS

We are often reminded of the need to reduce stress. We also hear, separately, about the importance of minimizing exposure to toxins. This is what you don't hear: The two are linked. Taking care of one problem without addressing the other is insufficient at best and dangerous at worst. We need to Break the Cycle of Toxins and Stress once and for all. †

BREAKING THE TOXIC CYCLE

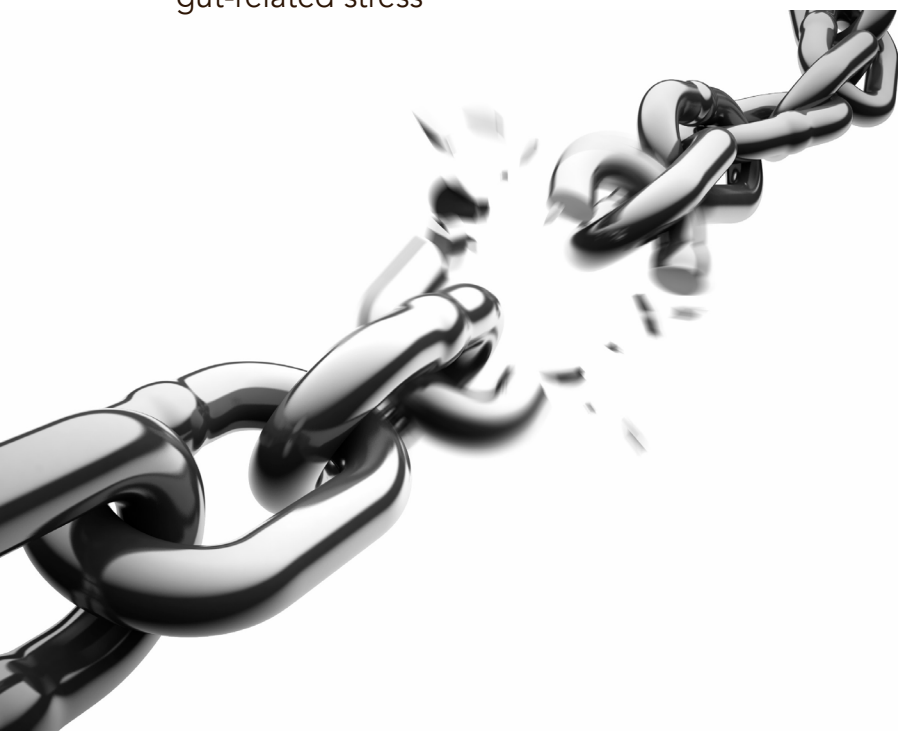
Breaking the Toxic Cycle requires a multi-step approach†:

1. Severely limiting exposure to environmental toxins
2. Removing existing toxins from the body
3. Preparing the body to defend against further introduction of toxins
4. Reducing stress, which increases the body's ability to fight back against internal and external toxins

BREAKING THE STRESS CYCLE

Breaking the Stress Cycle requires both lifestyle and biological changes†:

1. Improved diet, exercise and increased rest, relaxation, prayer and meditation
2. Retrain the body's fight or flight response specifically by down regulating cortisol production
3. Take proactive steps to reduce oxidative stress and gut-related stress



LIMITING EXPOSURE TO ENVIRONMENTAL TOXINS

There are steps you can take to limit your exposure to toxins, although removing them completely from your life is probably not a reasonable expectation.

1. Choose Certified Organic – Certified organic foods and beverages are created without the use of pesticides, herbicides, fungicides and other chemical toxins, and are also free of genetically modified organisms.

2. Filter your household water – Your best bet is to put a full-house water filtration system in that filters the water coming into your house. If that is not feasible, you should at least put filters on your shower and your kitchen sink.

3. Beware of body care products – Body and skin care products are notorious for their use of toxic chemicals. Your skin is permeable, and anything you put on it will pass through and into the bloodstream. Beyond Organic offers a dynamic line of ToxicFree skin and body care products.

4. Clean Green – Conventional household cleaning products, including laundry detergent and dishwasher soap, are rife with chemicals. Thankfully there are several “green” cleaning options available.

DE-STRESSING YOUR LIFE

There are several lifestyle steps you can take to reduce stress and break the vicious cycle.

1. Diet – In addition to choosing organic, it's important to reduce carbohydrate consumption (starches and sugars) in order to break the stress cycle. Carb cravings are a natural reaction to chronic stress as your body strives to store up fat and glycogen in order to feed the body during times of stress. Reducing sugar and starch consumption is vital to breaking the cycle.

2. Exercise – Exercise is crucial to breaking the stress cycle, in part because it trains your body to normalize the stress reaction. Cortisol is produced during exercise, however the body quickly returns cortisol levels to normal by the production of DHEA.

3. Prayer and Meditation – Studies have shown that prayer and meditation each reduce levels of the stress hormone cortisol.

BREAK THE CYCLE OF TOXINS AND STRESS WITH TERRA FIRMA AND ADAPTGEN†

In addition to making the lifestyle changes necessary to limit toxins and avoid stress, you need to feed your body the critical nutrients and beneficial compounds it needs to remove toxins and normalize stress response. You need to Break the Cycle of toxins and stress with Terra Firma and AdaptGen! †

WHAT IS TERRA FIRMA?

TerraFirma™, is the Latin name for planet earth. The TerraFirma formulation supplies earth cleansing elements.† TerraFirma combines a cutting-edge blend of volcanic mineral clay, probiotics, unique prebiotics and cleansing minerals from the earth. †

TERRA FIRMA HELPS SUPPORT:

- Natural Detoxification†
- Healthy Digestion†
- Antioxidant Support for oxidative stress†
- Healthy Immune System Function†

HOW TERRA FIRMA WORKS

Terra Firma was formulated to remove toxins and support

your inner-ecosystem from the ground up. By providing an effective combination of cleansing elements from the earth to remove a wide variety of toxins alongside a unique duo of ingredients that strengthen the digestive tract to defend against toxins, Terra Firma includes several ingredients that fight toxins in two ways: †

TOXIN REMOVAL

The first step is the removal of toxins that accumulate in the body. This is accomplished by two elemental ingredients from the earth. †

Volvanic Mineral Clay (montmorillonite) – an toxin remover that is unique in that it works to selectively remove heavy elements such as metals (functioning as a magnet) while also soaking up chemical toxins (acting as a sponge). Additionally, the trace minerals in Clay have an alkalizing effect on the body, giving it the ability to neutralize acidic toxins. †

Aryurvedic Himalayan Shilajit – Shilajit is a traditional Aryurvedic compound that has the ability to chelate metals. It is also an extremely powerful antioxidant with the unique ability to pair both positive and negative electrons, allowing it to effectively neutralize the free radicals that are often created in a toxic environment. †

† These statements have not been evaluated by the Food and Drug Administration. The products in this brochure are not intended to diagnose, treat, cure, or prevent any disease or condition.

TOXIN DEFENSE

The second step is to defend your body against future toxins by supporting the gut-related immune defense. Where outside invaders (toxins) are concerned, the primary pathway they enter the body is through the gut. In fact, much of the immune system is housed within the digestive system. The bottom line is that you can't have a fully functioning immune system without a fully functional digestive system. †

Prebiotic Phage – The unique prebiotic phage blend in Terra Firma moves through your digestive system and selectively paves the way for probiotics to flourish in your gut by crowding out pathogenic organisms such as bacteria. These bacteria may prevent your digestive-immune system from functioning properly, and allow new toxins to gain a foothold. †

Symbiotic Support – Terra Firma includes three clinically studied and widely diverse symbiotic organisms that work together to rebuild the immune fortress in the gut. After the prebiotic phage clears a healthy path, these beneficial microbes can take hold and repopulate the digestive tract with immune-supporting organisms, giving your body the ability to defend against toxins. †

WHAT IS ADAPTGEN?

The second step in breaking the vicious cycle is to increase your body's ability to fight back against stress. As we've already discussed, stress can wreak havoc on your health and cause your cortisol levels to skyrocket. Cortisol can also affect how quickly we appear to age. In fact, a major factor in staying youthful in body and mind is keeping your cortisol levels balanced. †

INGREDIENTS IN ADAPTGEN HAVE BEEN DEMONSTRATED TO:

- Increase energy and reduce fatigue†
- Regulate and balance body organs for increased physical and mental rejuvenation†
- Help support blood sugar levels that are already within the normal range†
- Support healthy cardiovascular function†
- Help support cholesterol levels that are already within the normal range†
- Help promote better sleep†
- Support the body's natural antioxidant defense system†
- Help support healthy immune function†

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HOW ADAPTGEN WORKS

AdaptGen was formulated to give your body the tools it needs to win the battle against physical, emotional and mental stress. AdaptGen contains two adaptagenic herbs that regulate the body's response to chronic stress as well as ingredients that combat hidden stressors. †

ADAPTAGENIC STRESS REGULATION

Ashwagandha - Excess cortisol production due to chronic stress is a key factor in producing stress-related health issues. Ashwagandha works to control the stress response by imitating corticosteroids like cortisol. Ashwagandha has been shown to limit the production of the stress hormone cortisol in the body while simultaneously increasing the production of DHEA. †

Rhodiola Rosea – In a similar way to Ashwagandha, Rhodiola Rosea can limit cortisol production. It also appears to positively affect the central nervous system in a variety of ways, including memory, learning, mood, appetite regulation and circadian rhythms. †

OXIDATIVE STRESS RESPONSE

Chlorogenic and Caffeic Acids – Oxidative stress is silent stress, occurring every day in your body. As the stress cycle plays out, the damage that free radicals can do at the cellular level is often unseen until it's too late. AdaptGen contains two powerful antioxidant compounds, chlorogenic acid and caffeic acid, both found in green (unroasted) coffee beans. These antioxidants limit free radical damage and the potential for cascading chain reactions, helping to break the cycle of oxidative stress. †

GUT-RELATED STRESS RESPONSE

Bacillus subtilis and Prebiotic Phage – One of the most alarming responses to chronic stress is that it can slow or temporarily shut down the digestive system. AdaptGen contains a prebiotic phage that selectively clears a path for probiotics to flourish and a powerful beneficial bacteria *Bacillus subtilis* that aids the rebuilding of digestive microflora. †

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TERRA FIRMA

A powerful new supplement that works to rid the body of toxins through detoxification, while simultaneously preventing new toxins from entering. Toxins affect everyone, whether environmental, internal, or emotional and begin to affect key organs and immune system function. When using Terra Firma you benefit from 6 powerful earth cleansing elements that protect and support your inner-eco

system through regenerating the ecology of your gut.

Key ingredients in Terra Firma help support:

- Natural Detoxification†
- Healthy Digestion†
- Healthy Immune System Function†



ADAPTGEN

Life is stressful, and stress in its many forms can have a negative effect on the foundational systems of the body. Beyond Organic has created a unique nutritional supplement that increases the body's resistance to psychological, physical, and biological stressors. AdaptGen contains 5 critical ingredients that combat stress and provide support for your metabolism, mental clarity, hormonal health, and energy.

AdaptGen is designed to help your body fight back and adapt to all life throws at you! Benefits of AdaptGen include:

- Increases energy and reduces fatigue†
- Regulates and balances body organs for increased physical and mental rejuvenation†
- Helps support blood sugar levels that are already within the normal range†
- Supports healthy cardiovascular function†
- Helps support cholesterol levels that are already within the normal range†
- Helps promote better sleep†
- Supports the body's natural antioxidant defense system†
- Helps support healthy immune function†

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BREAK THE CYCLE SYSTEM

The two breakthrough formula's, Terra Firma and Adaptgen form a powerful one-two punch, to break the vicious cycle of toxicity and stress. †

100% of adults are affected by stress and toxins. Stress and excess toxins may weaken the immune system, cause fatigue, interfere with the digestive system, suppress cardiovascular function, dampen cognitive function, and can even create additional internal toxins. It's time we put a stop to this vicious cycle by attacking stress and toxins at the source. †

Commit to the Break the Cycle System for an ongoing toxin and stress-busting regimen. By incorporating both AdaptGen and Terra Firm into your daily health plan, you can break the vicious cycle of stress and toxins, today.





About the Author



Jordan Rubin is regarded by many as one of the most respected and beloved natural health experts in America. His personal health story has resonated with millions around the world and is one of the most dramatic natural health stories ever told. He is the founder of Garden of Life and Beyond Organic, and *New York Times* best-selling author of *The Makers Diet* and *Live Beyond Organic*.