

# New Year Detox with Thorncroft



Outer radiance is dependent on inner health. The efficient functioning of the liver, kidneys and eliminative processes make a vital contribution to how well we feel and how good we look. That is why many people choose to boost their wellness regime with a detox programme.

Detoxification is the process by which we help the body rid itself of accumulated toxins. Essentially this process is an internal spring clean which gives the liver and kidneys, the body's own detoxifiers, a helping hand.

In the herbal world Dandelion, Burdock, Sarsaparilla, Liquorice, Yellow Dock, Turmeric and Red Clover are known as supporters of kidney and liver function, or as "blood purifiers". Dandelion root increases bile flow which also speeds up the elimination of toxins through the bowel. Ginger, Fennel and Cinnamon aid digestion, and Coriander has a specific (and only recently discovered) effect in chelating toxic metals such as lead and mercury, which are then excreted in the urine. Thorncroft have combined these much valued herbs steeped them in concentrated apple juice to create a distinctive and effective aid to detoxification - Thorncroft Detox.

## Value and Integrity

Thorncroft Detox is one of four drinks in the Wellbeing range\*. Like all Thorncroft drinks, Detox is a wholesome and delicious concentration of the very best ingredients made with care and integrity. The kind of drink you would make yourself if you had the time.

A little goes a long way - a 375ml bottle of Thorncroft Detox provides around 30 generous servings. For an enhanced feeling of wellbeing include Detox in your healthy eating regime. Dilute 12 to 1 with sparkling water and drink a glass

with each meal for several weeks. As a single 200ml glass contains the extract of over 1000mg of herbs you can be sure that you are consuming enough to make a real difference.

## How to Store It

Once opened, Thorncroft Detox should be stored in the refrigerator.

## Where can I buy it?

Thorncroft Wellbeing Cordials (in 375ml resealable glass bottles) are available through supermarkets, health and fine food stores. RSP £2.39

Detox is also available ready diluted in the Healthy Thirst\*\* range, 330ml bottles RSP £1.30

## Oriental Thirst for Thorncroft

Detox Cordial has become so popular in Japan, where it retails at £15 per bottle, that the regular monthly shipment of about 6000 bottles sold out as soon as it arrived this month and Thorncroft are having to air freight another 3000 over just to fill the gap until next month's shipment arrives.



## Editors Note

The herbs in Detox have an ancient tradition of use as culinary and medicinal herbs and a fascinating history. Dandelion, for example, long used as a cleansing herb, has an amazing reputation for helping liver and kidneys to function and keeping bowels working properly. Ginger has been an important medicinal and culinary herb for over 6000 years and is so revered in Ayurvedic medicinal practice that it is known as universal medicine. Cinnamon too has been highly prized throughout history as a warming herb, which improves circulation and digestion. And Sarsaparilla, with its long established reputation as a diuretic and tonic, came originally from South America and was a popular cure-all until the end of the 1900's.



\* Wellbeing cordials also include Kombucha, Carnival Spirit and Ginkgo Green Tea

\*\*Healthy Thirst range includes Detox, Elderflower, Cranberry & Hibiscus, Pink Ginger, Kombucha, and Carnival Spirit

Samples, images and press information from:

Collette Fellows-Smith  
Yellow House PR

Tel: 01670 715100 email: collette@yellowhouse.co.uk  
Release dated: 5th December 2005

