

LOVE YOU
Dad!



Ladies typically juice at the start of bikini season. But what about the lads? We asked the poster-boys of cleansing, Rich Tangney and James Ehau from PHD Cleanse, for advice on getting Dad in on the latest health trend.

A nutritious green juice is packed with vitamins and minerals, perfect for keeping your immune system in check. It is often said we should eat more fruit and vegetables throughout the winter to ward off colds, so having amazing leafy greens and vegetables packed into a drink is a great way to get a health boost while on the run.

What are the mechanics of doing a cleanse?

You can liken your body to a car engine. If you put the wrong fuel into the car, the engine will not perform efficiently. It is exactly the same with the body. By committing to a juice cleanse, your body is only having to digest a raw and quickly absorbed food source so you allow the liver to catch up, reboot your metabolism and generally rejuvenate itself.

Can upping your fruit and veg intake ward off the dire man flu?

It was recently reported that eating plenty of fruit and vegetables helps protect against some cancers, heart disease and stroke – the biggest killers of New Zealanders. We are true

believers in education before medication and really passionate about finding ways to stay healthy through lifestyle changes. A simple, effective place to start is with nutrition.

Is it best to juice alone or grab a bunch of mates for added back-up?

Many people choose to cleanse with a friend or work colleague as it's a simple and fun way to provide each other with moral support. The cleanse is easier for some than others. Following the pre-cleanse information is very important – for example, going out for pizza and beer the night before you start is never a good idea and is sure to end badly! The first two days can be challenging for some, especially if they have had a diet high in fatty, processed foods, added sugar and caffeine.

What veges can be added to juices if you are making your own?

You can add whatever you like to your concoctions. As long as it's raw and fresh, it's good for you.

Soups versus juices. What is the difference in terms of nutrition and vitamins?

Both serve a very good purpose. In the case of the PHD juices, we use raw, fresh produce, which is cold-pressed and then treated using HHP (high-pressure processing). The other major difference is that PHD juices do not contain any fibre because of the cold-pressed process and this provides a deeper cleanse. Our method is entirely natural, with no additives or preservatives, and, importantly, does not use heat. Therefore, the vitamins and minerals deplete far less than that of heated products such as "on the shelf" juices and soups.

Any personal gems of wisdom about getting through a cleanse?

Water, water and water – and keep reminding yourself how amazing you will look and feel afterwards. Make sure you keep well hydrated throughout and savour it. At the end of the day, your juice will be a lot better for you than that morning coffee.



James (left) and Rich want men to juice up for health.

Guys, give your system a tune up!

Fuel for a FIT DAD