

Thinking about participating in an Ayureka Seasonal Cleanse workshop? (We hope so.) This overview provides essential information on your cleanse options, the workshop's educational sessions, your one-on-one consultation, and what you should expect and prepare for during the three-week process. Please read it carefully, in its entirety.

Why Cleanse?

It can be tough to maintain alignment during seasonal transitions. The earth's energy is in flux, causing swings in temperature, humidity and barometric pressure. These factors can make it difficult for your natural intelligence to do its work and keep you healthy. As a result, the onset of a major seasonal change can trigger a host of imbalances—from allergy flare-ups to colds to experiencing difficulty sleeping, constipation and joint pain. Going through an Ayurvedic seasonal cleanse is about applying ancient wisdom to minimize these consequences.

An Ayurvedic seasonal cleanse has three basic objectives:

- Clear-out the accumulated “junk” from the previous season
- Re-calibrate your body for the coming season, and
- Rejuvenate your being.

This science teaches that the process is often less about restrictions (e.g., giving up coffee, alcohol, desserts, etc. for a few weeks) and more about bringing consciousness to what is happening in your life. Sustainable change comes about because you let go of what no longer serves you. A cleanse is about identifying what falls into that category—be it unhealthy foods, lack of routine, bad habits, toxic relationships, lack of sleep, or any other stressor.

For healthy individuals, adopting the practice of seasonal cleansing delivers significant benefits—particularly over time. After a cleanse, you feel great! And it may be months before its full impact is evident. But with each subsequent cleanse, you become more conscious of the positive changes and more adept at moving through seasonal transitions without experiencing major imbalances.

What is Included in an Ayureka Seasonal Cleanse?

An Ayureka Seasonal Cleanse workshop creates a supportive and nurturing environment. It provides this through:

- **Daily emails:** An Ayureka seasonal cleanse integrates daily emails. Each morning you will be greeted with daily instructions, recipes, shopping lists and links to important information. These materials will guide you through the cleanse process.
- **Facebook page:** To further aid your cleanse experience, a completely private Facebook group is established for workshop participants. This forum is used to deliver education, counsel and updates.
- **Ayurvedic consultation:** The seasonal cleanse workshop includes an Ayurvedic consultation. This one-on-one, 45-minute meeting helps to tailor the upcoming weeks to your unique needs. It also provides post-cleanse recommendations for food, herbs and lifestyle choices.
- **Group educational sessions:** Ayureka's seasonal cleanse workshops feature three (3) separate two-hour group education sessions. Each session introduces you to new Ayurvedic principles, while helping you prepare for upcoming cleanse activities. These sessions are informal and interactive. (**Note:** Dress comfortably and be prepared to take notes.)
 - **Session 1: Introduction.** An overview of Ayurvedic cleanse fundamentals (preparation, cleansing and rejuvenation). We discuss the workshop timeline, and diet and lifestyle recommendations. You leave with a game plan for the coming two weeks.
 - **Session 2: Cleanse.** We explore your upcoming “ghee” or “balanced living” cleanse week, which includes diet and routine recommendations, and share learnings from the prior week.
 - **Session 3: Review and Looking Forward.** This is a post-cleanse meeting. It gives everyone time to regroup, compare notes and create a vision for integrating positive diet and lifestyle changes.

The Three Phases of the Cleanse

A seasonal cleanse is not about radically changing your life for several weeks and then returning to your old ways. It is about creating sustainable change. You can read more about the process we use to guide your cleanse in our post "[Elements of an Ayurvedic Cleanse](#)," but here is a summary:

Phase I: Get Conscious (week 1)

This initial phase is about observing. It is about getting to know what is going on in your life and understanding what changes you might make (and stick with) to bring yourself back into alignment.

Phase II: Clean-up (weeks 1-2)

During the second phase, your focus shifts to seriously cleaning up your diet and life to see how it feels. During these "clean-up" days, your objectives are to slow down, eat wholesome foods, rest and be grateful for your blessings. If applicable, you begin adding ghee to your morning routine.

Ayurveda is an individualized system of wellbeing. It recognizes that everyone is unique. No two people share the exact same path to alignment. For this reason, you have the latitude to participate on the level that works best for you. There are a number of options for your clean-up week:

Option A: Balanced Living Cleanse

Diet and lifestyle habits are the primary drivers of creating imbalance or bringing about alignment. This option is about simply focusing on "cleaning up" these areas by eating a basic kitchadi mono-diet, getting more sleep, strengthening your daily routine and slowly removing "toxins" from your life. A **Balanced Living Cleanse** can have a tremendously positive impact on your wellbeing. Most first-time cleansers choose this option and, down the road, they expand their cleanse experience to include additional therapies.

Option B: Ghee Cleanse with a Purgative

In addition to following the "Balanced Living" protocol, you can elect to include ghee as part of your cleanse experience. Ayurveda views ghee (or clarified butter) as sacred. Unlike "regular ol' butter," ghee helps to remove blockages and stimulate the healthy flow of fluids throughout the body (among many other benefits).

You might be thinking, *shouldn't I be avoiding this type of thing during a cleanse?* Our bodies need fat to function. First and foremost, fat serves as a storage system and provides a reserved supply of energy. But it has other functions, too. Fat serves as the main structural material in your cell membranes. It manufactures certain steroids and hormones that help regulate proper growth and maintenance of body tissues. It is essential for brain development. It helps to regulate body temperature, store energy and insulate your organs. Bottom line: fat is essential for life itself!

During a ghee cleanse, you ingest increasing amounts of ghee each morning and maintain a mono diet for about a week. During this period, the ghee goes to work in the body. It helps to flush out bile production, it supports healthy gut bacteria, and it lubricates and softens tissues—among other things. Ghee also helps to pull out your toxins.

After several days of ingesting ghee, your body is ready for a purgative. The idea here is that the purgative helps flush all of the "junk" out of your system that was loosened by the ghee. Although there are alternatives, generally the purgative is initiated using castor oil and takes place near the end of the second cleanse week. The purgative is typically timed with a Saturday when you can set aside two days to go through and recover from the process. (**Note:** First-time cleansers often pass on the purgative.)

Option C: Basti (oil enema following purgative)

A basti is an oil enema. It is a rejuvenative Ayurvedic therapy. Administered within 24 hours to one week after a purgative, a basti can provide direct oleation to the lower intestinal tract. If a basti is an appropriate option for you, complete instructions and support will be provided.

Phase III: Thoughtful Integration (week 2 - the rest of your life!)

After your “staycation,” you have the perfect opportunity to assess what practices you want to keep in your life going forward. Creating sustainable change is a process of taking small steps over a long period of time. This phase focuses on being gentle with yourself and incorporating sustainable practices into your life moving forward.

Contraindications

An Ayurvedic cleanse is not as harsh on your body as the trendy cleanses you see all over the Internet, but it still takes a toll. There are a number of circumstances under which a cleanse is not advised. Please review the following list of some of the contraindications carefully.

General Ayurvedic Cleanse Contraindications:

- You are younger than 18 or older than 70
- You are pregnant, trying to become pregnant or currently nursing
- You are fighting an illness or have just come down with a cold or flu or other acute illness
- You are on medications (unless you have checked with your health care provider)

Purgative Cleanse Contraindications:

- You have inflammatory bowel disease (such as Crohn’s or Ulcerative Colitis)
- You are menstruating (purgative)
- You are experiencing inflammation of the anal region, rectal prolapse or rectal bleeding (including hemorrhoids, fissures and fistulas)
- You are significantly underweight or experiencing extreme weakness or debility
- You have hypertension, heart disease or heart failure

Committing to an Ayurvedic Cleanse

The objective of a seasonal cleanse is to bring alignment. It is about you and your wellbeing. We like to think of it as a “three-week retreat” from the things in your life that do not serve you.

Achieving cleanse objectives, however, requires a commitment. To get the most out of a seasonal cleanse workshop, you need to do more than just alter your diet. It requires you to adhere to a strong daily routine, get proper sleep, avoid excessive physical and mental activity, and take it as easy as possible. For example, we urge you not to travel while undergoing a cleanse. It undermines the process. This also goes for extra-demanding commitments in your professional or personal life. If you are at the peak of a career defining project, remodeling your home or going through a stressful relationship transition, it might not be the best time to cleanse.

Why all of the caveats? Because an Ayurvedic cleanse takes a lot out of you on a subtle level. The process of cleansing and releasing toxins can temporarily stress your body and your emotions. You want to keep unnecessary stressors to an absolute minimum. This three weeks is a time to love and nurture yourself. The more committed you are to this, the better you will feel.

Questions?

If you have any questions or concerns not addressed in the information above, please contact Liz Stites directly by email (estites@ayureka.com) or phone (513-871-6449).