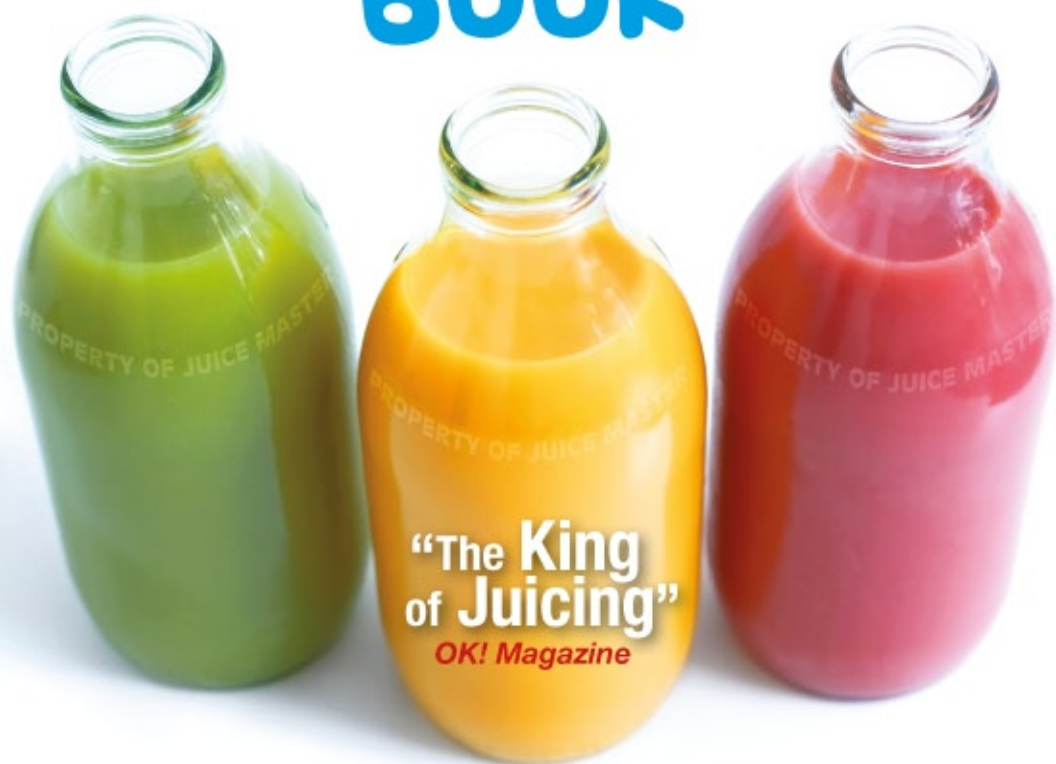




plus this one!

The funky fresh juice BOOK



Jason Vale
The Juice Master

The
funky
fresh
juice
BOOK

Jason Vale
The Juice Master



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If you're fishing for
compliments you should've
done something better
with your hair!



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A man with short brown hair, wearing white-rimmed sunglasses, a black t-shirt, and khaki cargo shorts, is sitting on a stone wall. He is smiling and holding a clear plastic cup filled with green juice in his left hand. He is wearing a white wristband on his left wrist. The background features lush green trees and a hazy mountain range under a clear blue sky. The scene is brightly lit, suggesting a sunny day.

*My beautiful retreat, delicious juice,
spectacular location, suspect glasses!*

The Juice Revolution

There is a revolution happening and I want you to be part of it! From **Bono** to **Simon Cowell**, from **Jennifer Aniston** to **Cheryl Cole**, fresh juicing is now becoming mainstream. More and more of us are opening our minds (and, of course, our mouths) to the incredible health benefits that freshly-extracted **live** juice has to offer.

Once the fad of a few Hollywood stars back in the late 70s and early 80s, fresh juicing is now becoming an important part of people's daily lifestyles. People are finally waking up to the importance of using nutrition for the treatment and – more importantly – the prevention of disease. People are beginning to understand that nature may just know a little more than even the most eminent scientists on earth when it comes to the precise nutritional elements required for optimum health. Many of us are starting to think with our own intuition, rather than simply buying what we are being fed daily by the pharmaceutical companies and corporations who have a vested interest in keeping us in fear and popping pills. We are starting to question the so-called “scientific studies” on medical drugs; we are looking into who conducted and funded those studies and who would be the main beneficiary of a positive outcome. And more and more of us are starting to realize that one of the best kept “secrets” to optimum health, mental sharpness and life-giving energy lie in the pure natural and organic liquid that flows within every single fruit and vegetable designed for human consumption. We are also starting to realize that if we really want to take full control of our own health and that of our families, then raw live nutrition must pass our lips *every single day*.

Getting Ireland juiced at our
juice bar in Waterford...



Lef's Juice The World!

I have been writing and lecturing on the tremendous health benefits of freshly extracted juice for well over a decade. Every single day I hear of yet another story of how freshly extracted juice has totally transformed somebody's life.

When I first discovered the incredible power of this natural liquid fuel, I made it my "mission" to "Juice The World" – a goal that remains firmly at the centre of my life today. That mission has been totally cemented due to the health and life changes I have experienced myself, and seen in others, over the years.

It was my own ill health that led me on my journey of juicy discovery. I was covered from head to toe in a skin condition called psoriasis, to the point where almost every inch of my body – including my face – was affected. I was badly asthmatic, using an inhaler up to 14 times a day! I had extreme hay fever to the degree that I had to seek refuge in any air-conditioned building I could find. I was also overweight; a 40-to-60 a day smoker; and let's say I *liked* the drink.

When I started to pour this pure healing liquid inside my body I saw my own life and health drastically transform and I have witnessed tens of thousands of others do the same.

Nature's Liquid Pharmacy

What I refer to as "juicy communities" are popping up all over the world. People who have experienced such drastic changes to their mental and physical health that they want to tell as many people as they can to

encourage others to a juicy life. This has created a ripple effect, and more and more people are starting to understand that a juicer is not simply a piece of kitchen equipment, but a catalyst to optimum mental and physical health. It's like having your own natural juice pharmacy on tap (or spout) whenever you like – no prescription or consultation needed.

With that in mind I created a "Dr Juice" section for this book, which contains specific juices that may help 15 of the most common ailments. Whether it's hay fever, asthma, arthritis, high cholesterol, diabetes, high blood pressure or psoriasis – nature usually has something up its nutritional sleeve that can help in some way.

our Global Juicy Community

In the "Our Juicy Community" section of this book, you will also find a handful of juices and smoothies from a very small selection of our juicy "family". You will see they haven't *only* supplied their favorite recipe, they have also shared their amazing stories. You cannot read them and *not* feel totally inspired to get yourself and your family into a juicy way of life!

I have also added a "Kidz Corner" section with recipes from a few of the little ones in our juicy community. I think you may feel that a miracle has taken place when you start to see your little ones drinking vegetables like broccoli, carrot and spinach! And I have included a couple of tips at the start of that section to show how easy it is to get kids drinking vegetables – so make a point of reading it!

The Power of Juice

When you pour this perfect liquid fuel into your system daily it doesn't simply affect your general health – but every aspect of your life!

Beauty comes from within; and once you start to hydrate your body with the most carefully thought-out and “scientifically” put-together, nutritionally-perfect, organic liquid – everything shines! Your hair, your skin, your nails, your eyes, your thoughts, the whole **you**! When your body and mind start running on the fuel which was specifically designed by nature to flow through your blood – you feel fired up! This positively affects every single aspect of your life: your work, your business, your relationships, your confidence!

I cannot overstate what the right live fuel can do for you! It's like adding super-unleaded instead of diesel to an unleaded car. *Everything* you put into your body has an effect on your bio-chemistry. You know that even something simple like low blood sugar can affect your mood and energy. So imagine the effect that chucking dead rubbish into your bloodstream daily and the absence of optimum nutrition is having on your life. You will only really know just how much it affected your life when the right fuel starts to flow and your body starts running on what can only be described as “Super Fuel”.

Juicing Is The New “Black”

I like to think I have had something to do with the juice “revolution” happening in many places around the world, today. My books on the subject have now sold over

2 million copies and have been translated into a variety of languages. My now infamous, *7lbs in 7days, Super Juice Diet* (known also as *The Juice Master Diet*) alone has sold over a million copies. It was an Amazon number 1 best-seller of all books, and even knocked the Da Vinci Code from the top spot on another book chart!

The message is spreading, and I will not stop until a juicer and blender becomes as common as a kettle and toaster in every house in the modern world. I honestly feel a juicer and blender is *that* important to modern life. It is, in my opinion, the best form of health insurance you and your family will ever own. It is certainly the tastiest health insurance on earth! Whilst we were always taught that “a spoonful of sugar helps the medicine go down”, this live natural liquid “medicine” requires no “added anything” to help it go down. I understand that if you are new to fresh juicing you may feel that to get a vegetable juice down, you will indeed need some added sugar. However, I have been making vegetable based juices taste divine for over a decade; and even if you hate vegetables, you will **love** the recipes in this book!

No Added Salt

No Added Sugar

No Refined Fats

No Artificial Colours

No Artificial Flavours

No Nasties What-so-ever!

The spectrum of vibrant colours you will see when making freshly extracted juice comes only from what nature provides. The creamy sweet delicious taste is sweetened simply by the natural sugars contained within the fruits and vegetables. The thick, rich texture and beautiful, slightly frothy head is the sign of pure “live” juice. You can be certain that when you make a fresh juice for you and your family, it will not only have no added anything, but it will also be...

100% Natural

100% Veggie

100% Raw

100% “Alive”



My aim for this book is a simple one. It’s for you, your friends, and your family to join our juicy community and be part of **the Juice Master Revolution**. If you are already part of it, I hope this book will further cement your belief in fresh juice or re-ignite your juicy fire if it’s started to fade at all.

Please make a point of reading the little “juicy facts” which accompany every juice and smoothie in this book. Some have good nutritional information and others are just quirky, random, funny facts designed simply to make you smile.

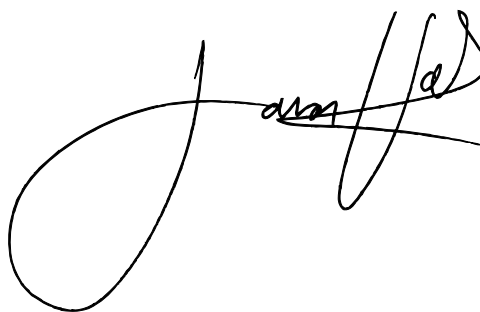
If you are brand new to juicing, make sure you read the “Funky, Fresh Juice Kitchen” (on the following pages) as you will need to know how to set up your very own juice bar at home. You will also need to know what juicer to get as there are some **very** bad ones out there, which could put you off juicing for life!

I will leave you to explore the book,

indulge in some of the finest tasting nutrition on earth, and I sincerely hope you join our juicy revolution.

Please, spread the word, pass the book on, get a copy for your friends and the people you care about. You can even join us on Facebook  (just click “Like” on the Juice Master fan page) and also follow me on  @juicemaster.

Let's Juice The World Together!



No camera tricks - just on a genuine juicy high!



Juices & Smoothies

Unsure how best to describe the following selection of juices and smoothies? Here are some of the words others have used...



Purple Power

Chlorophyll
Power

Mixed Seed
and
Berry Smoothie

Sharp
and
Zesty

Twist

"Oh so creamy"

"Nutritious and delicious"

"Mouth-watering"

"Scrummielicious"

"Beautifully indescribable..."

"Wow!"


"A pure taste explosion"

"Divine"

"Yum! Yum! Yum!"

"Sublime"

"Like droplets of heaven on your tongue"



Don't come a-knockin' if the
passion waggon is a-rockin'

Too sleepy for passion?

Passion fruits are somniferous and when taken before bed can aid relaxation and restful sleep. So there may not be much passion, if you have any passion . . . fruit that is.



Passion, Pineapple, Banana & a Juicy Squeeze of Lime

Delicious freshly extracted pineapple juice, blended with a creamy banana, the flesh of two gorgeous passion fruit, a squeeze of lime and all cooled with some crushed ice.

Pineapple

1 medium

Lime

½ (peeled)

Banana

1 medium (ripe & peeled)

Passion Fruit

2 medium (peeled)

Ice

1 small handful

Let's Get Passionate

Peel the lime, leaving the white pith as it's where a great deal of the nutrients are to be found.

Juice the pineapple (no need to peel if you have a good juicer) and the lime.

Cut both the passion fruit in half, and scoop the flesh and seeds into the blender. Add the peeled banana, ice and the freshly extracted juice, and blend until delicious.

Best Served... in a frosted glass after a gorgeous passionate night with your partner... also loaded with zinc, which is essential for keeping things alive in that department!

Passionate about Passion Fruit

These tasty little fruits are rich in vitamin C and a good source of vitamin A, iron, and potassium. The seeds are also an excellent source of fibre. Passion fruit contains crunchy little seeds, which are edible. To eat them, cut in half and scoop out the insides with a teaspoon. Delicious and very good for you.

Going Bananas! One of the first records of bananas dates back to Alexander the Great's conquest of India where he first discovered bananas in 327 B.C.

at Juicy HQ we wondered
if "BC" stands for
..... "Before Carrots"?





Pineapple, Banana, Cinnamon & Manuka Honey Shake

Every now and then at Juicy HQ we make certain combinations that just **send your taste buds into another galaxy** – this is one of those occasions!

Pineapple

½ medium

Banana

1 (ripe & peeled)

Manuka (Active) Honey

1 heaped teaspoon

Cinnamon

1 large pinch

Unsweetened Soya Milk

250 ml

Ice Cubes

1 small handful

A Little Glass Of Heaven

Juice the pineapple (no need to peel if you have a good juicer).


Put the peeled banana, Manuka honey, cinnamon, soya milk and ice into the blender. Add the fresh pineapple juice and blend until creamy.

Best Served... sitting on a FatBoy bean bag out in the sun in a cool and funky glass – the drink in the glass, not you, clearly!

Be careful when Making This Smoothie!

In 2001, there were more than 300 banana-related accidents in Britain, mostly involving people slipping on skins!
You have been warned!





Another name for
cranberries is
"bounceberries"
because when they're
ripe they bounce.

A Commercial Crop

Did you know that only 5% of all harvested cranberries are sold as fresh berries? The rest are processed into juice, jams, dried berries and other products.

No other berry has been commercialized for its juice as successfully as the cranberry, and they also the most intensely studied berry and they are one of the one of the most antioxidant-rich fruits out there.



Cranberry Cosmo

A healthy twist on the timeless classic “The Cosmopolitan” made popular in recent times by Carrie Bradshaw in “Sex in the City”. This juice is made from sweet, juicy oranges, sharp tart cranberries and zingy limes.

Indulge in this **little glass of sophistication**, safe in the knowledge that you won't be suffering with a sore head in the morning.

Oranges

2 (peeled)

Lime

½ (peeled)

Golden Delicious Apple

1

Cranberries

1 handful (fresh or frozen)

Ice Cubes

1 small handful

Be A Little Bit Cosmopolitan

Peel the oranges and lime, leaving as much of the nutrient-rich white pith as possible.

Juice the oranges, lime and apple.

Add the cranberries and ice to the blender, pour in the juice and blend. Remember that if you use frozen cranberries then there is really no need to add extra ice.

Best Served... in New York at some trendy rooftop bar — watching the city folk in their high-powered suits talking about Dow Jones, whoever he may be!

crantastic!

Cranberry juice is well known for its beneficial effect on urinary-tract infections and preventing cystitis in women. The juice helps to prevent bacteria from sticking to cell walls. Cranberries are also abundant in flavonoids such as proanthocyanidins, flavonols and quercetin which have been found to have cancer-fighting properties. Studies have even found that cranberry juice can prevent the formation of plaque on your teeth!

Now if pasteurized cranberry juice from a carton can do all this, I imagine that the amazing health benefits of fresh “live” cranberry juice must quite simply be in another league.

I took this pic!
cool isn't it?

Although you may
think of peppers as
vegetables, they are
in fact fruits.

Standing to attention,
the Sergeant Peppers!

All peppers start
life the same
colour - green.

The yellow, orange
and red peppers are
more nutritious
than green peppers.

Even green peppers
contain more vitamin
C than an orange.



The Fab Four

The peppery one! Gorgeous, sweet – yes, I said “sweet” – nutrient rich, multi-coloured bell peppers, mixed with the creamy juice of pineapple and apple, and the cooling juice of cucumber. Don’t knock it ‘til you’ve tried it!

In fact, don’t knock it at all, it took me ages to stack those peppers up like that!

Pineapple

¼ large

Golden Delicious Apple

1

Cucumber

2 cm chunk

Orange Bell Pepper

¼ medium

Red Bell Pepper

¼ medium

Yellow Bell Pepper

¼ medium

Green Bell Pepper

¼ medium

Ice Cubes

1 small handful

She Loves You Yeah. Yeah. Yeah!

Juice the peppers as they are (no need to seed or core them). Then juice the pineapple (no need to peel if you have a good juicer), apple and cucumber.

Pour into a lovely tall glass over the ice.

Best Served... on an empty stomach. Like nearly all of the recipes in this book, it is very filling, but will take about 15 minutes for your body to register. So don’t eat anything at the same time, or you’ll be stuffed... like a pepper!

No sneezing, that’s a different type of pepper!

Peppery Facts

Bell peppers are named after their shape, but I think they look more like Chinese lanterns.

Peppers stop ripening once picked, and the different colours are simply different stages of ripeness.

Peppers are loaded with silicon, which is great news for hair, nails and skin.

Not-So-Bitter Lemons

Lemons are one of the most alkalizing foods out there and can help restore balance to a body over-burdened with an acidic diet. They are rich in vitamin C, they are antibacterial, and according to research by Ohio State University, their smell may enhance your mood!

You can even use them
to clean your pans
and remove stains!





Juice Master's World-Famous Lemon ... Aid

The healthiest, creamiest, scummiest, most
natural lemonade in the **whole wide world!**

Golden Delicious Apples

2

Unwaxed Lemon

$\frac{1}{3}$

Ice Cubes

1 small handful

A Taste Of Childhood Summers

Sandwich the lemon (with the skin on) between the two
apples in the chute of the juicer, and juice the lot!

Pour over ice and enjoy!

Best Served... with friends! Why not make a pitcher
of this delicious refreshing juice? Using the ratio of two
apples and a third of a lemon per person, make a large
batch and pour into a jug of crushed ice – perfect for a
sizzling summer day!

Another juicy tip – pour straight
into an ice-cube tray and freeze.
For a quick and easy smoothie simply
add some yogurt, a stack of ice-
cubes, blend 'til smooth – you've
just created a creamy lemonade!

Time For a Healthy Ice Lolly

Get some empty ice lolly holders, pour in
the juice, and pop in the freezer. Makes
a gorgeous healthy frosty treat!



"Seriously! How
cool am I?"

Another Coooool Factoid

Throughout history, mint has been used as a medicinal herb to ease digestion and treat stomach pain.

Mint's great for people but not so good for bugs! It's quite effective as an environmentally-friendly insecticide against wasps, hornets, ants and cockroaches!



Apple, Celery & Cool Mint

The **refreshing crisp, cooling tones** of fresh mint, combined with the natural sweetness of delicious apples and cool celery.

Golden Delicious Apples

2

Celery

2 stalks

Fresh Mint

leaves of 4 sprigs

Ice Cubes

1 small handful

Making This Super-cool Juice

Juice the apples and celery.

Next, pour the fresh juice into the blender with the mint leaves and ice, and blend until smooth.

Happy days!

Best Served... as a beautiful cool juice for a hot and sunny day. Picture a tall frosty glass, a big straw, the sun warming your face, you're feeling a bit dozy from the heat and then the refreshing aroma of mint hits you! The cool mintastic taste of the juice wakes up your senses and shakes up your mind. You're ready to take on the world again.

The Weight-Loss Wonder!

Just one stalk of celery contains around 10 calories. Some say that it contains "negative calories," which means that it takes more calories to digest it than are consumed when you eat it, which is why it's often used as an aid to weight loss.

A glass of red smoothie, likely made from raspberries, sits on a white plate. In the background, two red tomatoes are visible, one on the left and one on the right, both resting on their respective red tomato holders. The scene is brightly lit, creating a clean and fresh aesthetic.

That's Bananas!

Bananas are well known for their high levels of potassium, which is really important for the heart. But do you know why it's important? Well, if potassium levels are slightly higher than sodium levels then our bodies hold on to less fluid. That's great news for blood pressure because the more fluid in the body, the more blood volume increases, which means that the pressure within the vessels will also increase.



Fruit 'n' Nut

Fruit and nuts is just one of those terrific combinations that works in **perfect taste synergy**. The sweet flavours of the fruity berries are balanced by the dense, rich nuts. In contrast the heaviness of the nuts is lifted by the juiciness of the berries. This is nature working in true harmony. However, unlike the popular chocolate bar that hijacked Mother Nature's amazing invention, this smoothie is 100% pure, 100% natural and 100% guilt free!

Raw Brazil Nuts

3 (unsalted)

Raw Almonds

3 (unsalted)

Banana

½ medium (ripe)

Golden Delicious Apples

3

Seasonal Mixed Berries

1 large handful (fresh or frozen)

Raisins

1 small handful

Ice Cubes

1 small handful

Everyone's A Fruit & Nut-Case

Make sure you choose "raw" nuts not the roasted ones and leave the salt off, it won't go well with the juice!

Juice the apples and pour into the blender.

Add the nuts, raisins, peeled banana and berries to the blender and blend until very smooth (you don't want to be eating the nuts!)

Best Served... when you would normally be reaching for a Cadbury's Fruit & Nut bar. This gorgeous smoothie is sweet and extremely filling, but not an artificial ingredient in sight. If you really feel the need for a choc fix, you can always add some good quality high cocoa content fair-trade chocolate to the blender... but only if you really have to!

According to NASA, rebounding is the most efficient and effective exercise ever devised. Not much good for these pieces of fruit, as the blender beckons!



That's Nuts!

Brazil nuts are exceptionally high in the trace mineral selenium, which is fantastic for the immune system and for managing inflammation in the body.

Just Peachy!

The phrase "you're a real peach" originates from the tradition of giving a peach to someone you like.

Making this the perfect
juice to share with friends!





Peaches & Cream

Perfectly delicious peaches make this divinely creamy, smooth and absolutely yummy smoothie. Blended with the sweetness of pineapple juice and softened with a touch of bio-live yogurt, this is a **sensation on the taste buds!**

Pineapple

1 medium

Peaches

3 (ripe & pitted)

Bio-Live Yogurt

200 ml

Ice Cubes

1 small handful

A Little Taste Of Heaven

Juice the pineapple (no need to peel if you have a good juicer).

Remove the stone from the peaches and place them into the blender. Pour in the fresh juice, yogurt and ice. Blend until creamy.

Best Served... lying on the front of a yacht in the Med in your swimwear, while the sun warms every inch of your body. If that is not possible, close your eyes wherever you are as you take a sip of this ridiculously gorgeous smoothie and allow your imagination to drift...

Know Your Peaches

Peaches are divided into "clingstones" that have flesh that sticks to the stones but are soft, sweet and juicy; "freestones" that are not as sweet but easier to eat from your hands as the flesh doesn't cling to the stones; and "semi-freestones" which have been bred to combine the best of both.

Peach flowers have a mild sedative effect and are good for restless children, especially when boiled in water with a little honey. Just to be clear you should be boiling the flowers not the children!



"Hi, I'm
Beta carrotina"

"Hi, I'm Frankie
falcaronal"

Who Ever Heard of A Purple Carrot?

Originally carrots were purple, red, white and yellow; not orange at all! But in the 16th Century Dutch carrot growers created orange carrots in honour of the Dutch Royal Family (the House of Orange) and those newly orange carrots travelled the world with Dutch explorers.



Eye Love Carrots

There are some things in life which require a host of “bells and whistles” and others that just don’t. It’s like The Brits 2011 – so many performers with a whole host of special effects to enhance their performances; then on walked Adele, just her and a microphone: she totally stole the show!

It’s the same for carrots, you can add all kinds of fruit ‘n’ veg, but the carrot is the undisputable king of simple juices. So here it is, carrots with a smidgeon of ginger. Do you **love carrots**?

Carrots

6 large

Fresh Ginger Root

3 cm chunk

Ice Cubes

1 small handful

How To Love Carrots

If you have only ever tasted carrot juice from a bottle, you are in for one heck of a treat!

It’s so easy! Juice the carrots and ginger (as the optional supporting act) – no peeling required!

Pour over ice and enjoy.

Best Served... it’s up to you where you’d like to have this juice.

Like two peas in a pod...
well not quite – more
two carrots on a rug!

All-Hail King Carrot

Carrots have everything! Vitamins A, B₁, B₂, B₃, B₆, C, E, and K. Minerals – potassium, iron, calcium, sodium, phosphorus, magnesium, silica, sulphur, chlorine and chromium. It’s one of the best sources of beta-carotene (pro-vitamin A) on earth. Carrot juice is loaded with antioxidants and other nutritional goodies.



The vitamin C content
of this juice is an
outstanding 200% of
your RDA per 100g!



Vitamin C Smoothie

This smoothie is bursting with ingredients that contain **high levels of vitamin C**. As you would expect you will find lots of gorgeous orange juice in this recipe but you will also find a few other ingredients that might surprise you...

"C" what I've done here?
...
oh never mind!

- Oranges**
2 (peeled)
- Kiwi Fruit**
1 (peeled)
- Red Bell Pepper**
¼
- Grapefruit**
1 medium (peeled)
- Kale**
1 handful
- Strawberries**
1 handful
- Ice Cubes**
1 small handful

"C" How To Make This Smoothie

Peel the oranges and grapefruit, keeping the white pith to make the juice more nutritious and creamier.

Juice the oranges, kiwi, pepper, grapefruit, and kale.

Make sure you pack the ingredients tightly into the chute of the juicer to extract the most juice.

Pour the fresh juice into the blender, throw in a handful of strawberries, a small handful of ice and blend until smooth.

Best Served... to a friend or loved one who is perhaps a little poorly and needs a shot of vitamin C to get on the road to health.

What's so important about Vitamin C?

Vitamin C is necessary for repairing and maintaining cells and bones as well as fighting infections, improving cholesterol, and it's thought to lower both cancer and cardiovascular disease risks.

Something that most people don't know however, is that the body cannot store vitamin C. It must continually be replenished through the diet, so have you topped-up your vitamin C levels yet today?



Our Juicy Community

Over the years I have been blessed to receive thousands of positive emails, letters and cards from just about every inch of the world. Many take the time to tell me their inspirational stories of how juicing has changed their lives. In this section I have included just a tiny handful from our “Juicy Community” who are helping to spread the juicy word through their own uplifting stories and their own wonderful creations.

I hope their stories, and juices, inspire you further to a healthier lifestyle and who

knows – one day you may find yourself in the book!

It's A Juicy Revolution

I have also rather cheekily added myself to this section as I feel after losing so much weight, clearing my skin of psoriasis, getting rid of my asthma, stopping smoking and drinking, I should be part of this section. I am also very much part of this juicy community :) I have added my “fave” recipe in here too - hope you love it.

“Dear Jason, Having not seen my twenty four year old son for a few weeks I was struck by how glowingly well he looked. When he told me he'd read Jason's Slim For Life book and started juicing I bought it....I can hardly believe the immediate difference I felt when I started juicing daily. My bloated stomach (due to IBS) is gone, my energy levels are up, I feel in better form consistently and the taste of everything I eat is greatly enhanced. ...it just makes so much sense - humans are designed to thrive on this type of diet and so few do. Thank you.”
- Antionette

“My husband and I are very much enjoying drinking delicious juices as a result of reading your books. Not only do we have more energy and better health but our hair is also going back to its original colour! We are 68 and 73 years old, so that is a wonderful surprise! Thank you”
- Audrey S

“Just thought I would drop you a very quick note to let you know how my health is improving while juicing. I have been amazed at my energy levels and the weight loss I have achieved... I am a very happy teddy xx”
- Rose



Charles Taylor's Lean & Green

$\frac{1}{2}$ medium cucumber
2 stalks celery
1 handful spinach
1 handful kale
Fresh home-grown wheatgrass

Juiced in a masticating juicer,
this will make about a pint of lean
and green juice which is “probably
the best juice in the world”! ;-D



Juicing came about from the quest for a healthier lifestyle. I initially tested my pH which frightened the life out of me! I became overwhelmed with lots of books that contained scientific data, which started to confuse me.

A friend lent me *Turbo Charge your Life* by Jason Vale. Then I bought another of Jason's books *Kick the Drink Easily* and haven't had alcohol since – I now only drink when I am sober! Jason's philosophy resonated in my mind & made sense! I was finally on the road to health and vitality!


I'm Finally Off The Junk-Food Treadmill

I feel incredible! I've lost a remarkable amount of weight – 4 stone (25 kg / 55 lbs) in 4 months! I sleep less, eat less, and I'm

finally off the junk-food treadmill. My wife can't keep her hands off me! I no longer look or act my age! At work, my clarity is incredible. My performance, efficiency and job rates have improved. It is no longer about the weight I lost – I am healthier and happier than I could ever have imagined.

I Mostly Stick To Vegetables Because They Are Easier To Grow In The UK

I tend to stick to more vegetable based juices rather than fruit. Vegetables are easier to grow in the UK than fruit. Daily I will have the Lean & Green juice. I might add some broccoli, beetroot, mint, ginger or whatever else I might have. That's what I love about juicing, if you can't make the mix because you've run out of something you can normally create something else.

A man with short brown hair, wearing a black short-sleeved button-down shirt and black trousers, is sitting outdoors in a lush green field. He is holding a tall glass of bright green juice in his right hand and looking towards it with a slight smile. The background is filled with tall grass and green foliage, with a few cows visible in the distance. A white text box with a thin black border is overlaid on the lower left of the image.

"I lost 4 Stone in 4 Months!"
(25 kg / 55 lbs)

"I juice every day, and it has helped me to lose 4 stone (that's 25 kg in metric or 55 lbs for all the Americans!) and 8 inches (20 cm) off my waist in 4 months - before turning the age of 40! I can now say that I am older than my waist size!"



Carol Brace's Grandma's Brew

2 apples
2 in chunk cucumber
2 in chunk parsnip
1 big handful greens
1 tsp wheatgrass powder
2 Tbsp Udo's Oil

$\frac{1}{4}$ small pineapple
 $\frac{1}{2}$ stalk celery
 $\frac{1}{2}$ lime ——— peeled
 $\frac{1}{2}$ small avocado
1 probiotic capsule
Just the powder!

Place one apple in the juicer, press the greens on top followed by the other apple. Juice the pineapple, cucumber, celery, parsnip and lime. Pour the juice into a blender along with the avocado, wheatgrass powder, Udo's oil, and powder from a probiotic capsule, blend, then enjoy! Yum!!!



I was 58 yrs old and looking forward to retirement, my plan was to spend the next 20 years or so growing old gracefully, but this was not meant to be!

Juicing Has Given Me A New Lease of Life

I read my first book by Jason Vale: 7lbs in 7 days. After reading it cover to cover (as the man said!) I did the detox which set me on an adventure that shows no sign of ending. 4 years later, I'm a fully qualified Juice Master Natural Juice Therapist running my own business.

I Walked Hadrian's Wall In Six Days - Nearly 20 Miles A Day

I recently took a week off and walked the length of Hadrian's Wall with a friend,

it took over 6 days and I enjoyed every moment of it. Would you believe we walked a total of 105 miles? I wouldn't have been able to do 5 miles in a day 4 years ago let alone nearly 20! Juicing really has given me a new lease of life.

I Feel Fitter Now Than I Did 10 Years Ago

As we age our bodies begin to deteriorate, we find we cannot do the things we used to do in our youth. I feel that juicing has enabled me to slow down the ageing process. I feel younger, healthier, fitter, more alert at 62 that I did at 52. I stumbled upon juicing later in my life and although I wish I had known about it when I was younger I firmly believe that it's never too late to make positive changes to your life.



"I feel 63
going on 36!"

"Life is amazing! I feel healthier than ever before, I have more energy and a zest for life that I'd never imagined I could have had. What's my secret? . . . the power of juicing."



Polly Noble's Knight in Shining Greenery!

1 medium cucumber
½ lemon ——— peel it!
4 broccoli florets
2 courgettes (zucchini)
1 apple
2 Tbsp E3 Live

Juice the fruit and vegetables with a masticating juicer. Add the E3 Live and give it a good stir.




Hi, I'm Polly, I'm a holistic health and raw food coach, inspirational speaker and author. I'm on a healing mission. Being diagnosed with cancer for the first time aged just 24 ignited a deep desire to help my body heal. I began juicing while undergoing simultaneous chemo and radiotherapy as a way to flood my body with much needed vitamins, minerals, phytonutrients and oxygen.

Four years later I was told my cancer had returned and was incurable. I was offered radiotherapy as a palliative treatment but having suffered so badly with side-effects the first time I said "No thanks!" It just felt like an incredibly disempowering stance to take with the odds of success being so low. From that moment on I embarked on a cancer butt-kicking mission using juicing, amongst other things,

to give my body the best chance of creating optimum health.

*I'm on A Cancer Butt-Kicking
Mission Using Juicing*

My juices started out as fruit combos but I like to keep my sugar consumption to a minimum so I'm now a fully-fledged green juice junkie. I love, love, **love** green juice. It's my daily staple, my best friend, my saviour – literally! I take it everywhere I go: on the tube, in the car and even to meetings which raises a few eyebrows! The chlorophyll and phytonutrients from green leafy vegetables help to boost my immune system, cleanse my liver and keep me feeling truly alive and well. I can safely say as far as best friends go, you can't get better than green juice. It will be with me for life – which, by the way, I plan on living for a very long time!

A woman with long, wavy brown hair is sitting on a light-colored couch. She is wearing a dark blue floral top and blue jeans. She is holding a tall glass of green juice in her right hand, which has a black ring on the ring finger. She is smiling at the camera. The background is a bright, out-of-focus indoor space with a window.

"I'm very passionate about
using my own journey on
the cancer train to help
others arm themselves with
everything they need to know
to create health and happiness,
whatever life holds."

"I'm on a holistic health
and healing mission."

Known Celebrity Juicers:

JENNIFER ANISTON

ELLEN PAGE

NICOLE RICHIE

PEACHES GELDOLF

GWYNETH PALTROW

WHITNEY PORT

KYLIE MINOGUE

TRACY ANDERSON

BOHO

SEAN CONNERY

SIR ANTHONY HOPKINS

KATIE PRICE

OLIVIA WILDE

SARAH JESSICA PARKER

CAPRICE

SIMON COWELL

JESSICA SZOHR

And Many More...

Celebrity Juice!

It seems anyone who is anyone has got the juicing bug. In this section I have included some amazing recipes from some of my “celeb” friends. They have kindly taken time out of their busy lives to come up with a scrummy recipe for the world to share. I have also added a couple of recipes from celebs I have never met, like Simon Cowell and the idol that is Mr David Beckham.

Simon Cowell Super Smoothie

I have added the “Super Smoothie” Simon Cowell drinks as it’s been scientifically put together by French Scientists (no less), so I thought it was worth putting in.

I have also added a David Beckham

Smoothie (one I’ve completely made up, didn’t come from him at all in case you are wondering) as I simply couldn’t miss the opportunity to have a recipe where I could use the title:

Blend It Like Beckham

(Oh come on – genius!)

David, if you are reading this and you do make the odd smoothie or have the odd wheatgrass shot, like your good lady wife, send one in as I’d like to include a genuine, David Beckham recipe in the next print-run.

Any road up, have a little flick through this section, read a little about the celeb and share in their favorite juice.

You may be wondering where the guys from the TV show celeb Juice are, like Holly, Fearne, Rufus and Keith Lemon? Well I did ask but the only reply I got back was from Keith Lemon (Leigh Frances), he wrote – and I quote:

“I don’t have a favourite smoothie recipe, my favourite dinosaur though is a diplodocus! That’s not any help though is it really?”

Nope not really Keith. Now when are you guys going to get Juice Master on to Celebrity Juice? #justsaying :-)



Katie Price's Pretty Pink Passion

½ medium pineapple
2 apples
2 passion fruit
1 handful strawberries
3 Tbsp live yogurt
ice

Juice the pineapple and apples.
Cut the passion fruits in half and
scoop the flesh into your blender.
Remove the leaves and stalks from
the strawberries and add to the blender along with the yogurt and
ice. Blend until passionately pink and deliciously smooth.



As you can see
- we share the
same passion!

Katie Price has become the *Marmite* of the celebrity world – you either love her or don't love her as much – let's just say that! I personally fall into the "love her" camp. Most people only see the "in the press" version of Katie, but the Katie I know is an amazing mother, an extremely hard worker, and someone who has done a great deal to get other people juicing.

**I would like to thank Katie
for her contribution to my
mission to juice the world!**

I first met Katie after the birth of her son Junior. With the help of my juicing plan (and her dedication) she lost around 10 kg (22 lbs) in 3 months. News hit several magazines, and as a result many people picked up my 7lbs in 7 days *Super Juice Diet* (also known as *The Juice Master Diet*) and ended

up changing their lives too.

Katie's recipe would be best enjoyed sitting, relaxing while reading one of Katie's 42 books. Yes, at time of writing this page Katie is promoting her 42nd book! I thought I was going some (this book is my 10th) – well done Katie!



"I might eat a lot of junk,
but when I want to detox or
lose a few pounds there's
one man I always turn to -
Juice Master Jason Vale"

"If it worked for me
it can work for anyone"



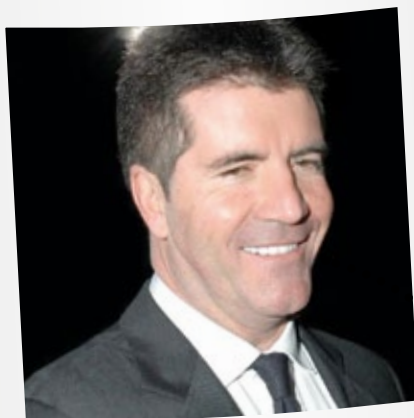


Simon Cowell Super Smoothie

30 red or black grapes
½ golden delicious apple
15 blueberries 9 strawberries
8 lingonberries 5 acerola berries
5 chokeberries

Place the apple into the chute, then add the grapes and lingonberries, packing them in tight so you will get more juice.

Pour the juice into the blender. Add all of the other berries and ice. Blend until smooth.



What biscuits
would you like
with that
cheese?!

I haven't personally met Simon, although one day hope to, but I have read a great deal about his anti-aging secrets, one of which being his "Super Smoothie". Well I say his, it was actually created by French scientists, at the University of Strasbourg. They claim this unique combination of seven fruit juices boosts health and cuts the risk of heart disease and stroke.


Simon Cowell's Super Smoothie Was Created By French Scientists

Here you'll find two recipes. One is the actual Simon Cowell smoothie and the other is my version (in the glass on the other page).

In Simon's Smoothie you will find cowberry (otherwise know as lingonberry). It's a tart, red, fruit related to cranberries. You will also find acerola, a red cherry-like

fruit that has 30 times more vitamin C than oranges. Then we have chokeberry, an American blackberry once described as the "healthiest berry in the world". It also has apple, grape, strawberry and blueberry. (Phew – some ingredients we know!)

Although the "scientific" study wasn't done on my alternative, it will have exactly the same results. I can say that with confidence, as there has yet to be a study done on any fruit that hasn't shown a positive health effect. This is because – as corny as it sounds – all fruit has the X Factor. It is the intangible factor that nature provides to feed, heal and protect the body. The alternative ingredients I have chosen are not only closely related to the other berries and therefore without question have exactly the same health benefits, but you can actually get hold of them!



It's one hell of a smoothie
like the man himself!
But you don't have to
wear your trousers
round your armpits
to drink it.

Jason's Juicy Version

30 grapes
(red or black)

1 apple
(golden delicious or apple of
your choice, make it organic it's
a super smoothie after all)

15 blueberries

9 strawberries

5 blackberries

8 cranberries
(you can juice from frozen!)

5 cherries
(pitted)

ice

Make in the same way as you
would Simon's Super Juice.

Red or Black? Simply
add more blackberries
if you want black; more
strawberries if you want
red. And unlike the TV show,
this will always go down
well with everybody!

If it weren't for the fact
that the TV set and the
refrigerator are so far
apart, some of us wouldn't
get any exercise at all.
Joey Adams



Gym Bunny

"Possible Is Everything!"

At Juicy HQ we like to move about a bit and keep active. It helps to keep us alert, healthy and out of too much trouble. We tend to go for a nice bounce on our super wonderful mini trampolines. However, whatever exercise you choose, it can produce damaging free radicals plus some aches and pains, especially if you haven't done any for a while.

Liquid Engineering For Your Body

The following juices and smoothies have been carefully designed for you gym bun-

nies out there. They contain the perfect balance of potassium and sodium (for the muscles), are loaded with nitrates (helps to open the blood vessels and supply more oxygen for working out) and all have plenty of antioxidants, needed for countering any adverse free radical damage.


So get juicing and get bouncing!... or running, or walking, or biking, or lifting weights, or doing aerobics (where you do moves like "grapevine"), or Bikram Yoga (which is really hot)... or...

Okay! I think you've got the picture!

"PAIN IS TEMPORARY
QUITTING LASTS A LIFETIME"
LANCE ARMSTRONG

"SO I SAID TO THE GYM INSTRUCTOR: 'CAN YOU TEACH
ME TO DO THE SPLITS?' HE SAID: 'HOW FLEXIBLE ARE
YOU?' I SAID: 'I CAN'T MAKE TUESDAYS.'"
TIM VINE

"SOME PEOPLE LIKE GOING TO THE
PUB; I ENJOY GOING TO THE GYM."
FRANK BRUNO

A tall, clear glass filled with a vibrant red, frothy smoothie. At the base of the glass, several fresh, dark red cherries with green stems are arranged. The background is a light, textured surface.

Perhaps not one for
your Gym-Bunny
iPod playlist (other
audio players are
available... but no-
one buys them ;-)

Did you know the saying
“Life is just a bowl of
cherries” was the title
of a 1930s song by Lew
Brown and Ray Henderson?



Cherry Toning Tonic

The perfect smoothie for **helping your muscles recover** after that class you took that made you use almost every muscle in your body – including ones you didn't even know you had!

Cherries

15 (pitted)

Dr. Martins Coconut Water

500 ml

Ice Cubes

1 small handful

Time To Get Toned

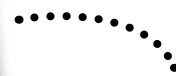
Make sure you remove the pits from the cherries – they won't make your juicer very happy.

Add all the ingredients to the blender and blend until smooth.

Best Served... in a sports water bottle directly after your toning workout. Equally as good after some cardio too, it is naturally isotonic, after all!

Life Is A Bowl of cherries

A study conducted at London's South Bank University found that consuming cherry juice improved the recovery of muscle strength after intense exercise. In the study the maximum voluntary muscle contraction of subjects who consumed cherry juice for one week before and two days after a series of single leg knee extensions recovered significantly faster than those who didn't.



So okay, the cherries do need pitting, but it's so worth it!

Please Note: You will still need to pump iron to build muscle, sitting on the sofa watching TV sipping this smoothie will not turn you into Arnie!

Hemp Powered

Hemp seeds contains all 10 of the amino acids needed for building muscle. Shelled hemp seeds are more than 50% digestible protein, and provide readily available amino acids for building and repairing tissue.

Hemp seed protein is about two-thirds "edestin" (the most potent protein of any plant source) and one-third "globulin edestin", which closely resembles the globulin in blood plasma and is highly compatible with the human digestive system.

SPIRAL BOUND

Spirulina contains all the essential amino acids (the building blocks for protein). Incredibly, it also has 10 times more calcium than milk and 58 times more iron than spinach.



Pure Muscle Builder

Did you know, the largest land animals on Earth with the biggest muscles are all vegan. So you don't necessarily need animal protein to build human muscle. Your body also builds muscle from amino acids – found in all plant foods

This “Pure Muscle Builder” smoothie contains **every single essential amino acid** the body needs.

Golden Delicious Apples

2

Spinach Leaves

1 large handful

Pineapple

1/3 medium

Avocado

1 medium (ripe)

Spirulina

1 teaspoon

Juice Master's Hemp Protein
Power

1 heaped teaspoon (optional)

Ice Cubes

1 small handful

Start Building Those Muscles

Juice the apples, spinach and pineapple (no need to peel if you have a good juicer). Before you turn the juicer on, make sure you pack the spinach tightly into the chute, behind the apple, to get maximum juice.

Pour the fresh juice into the blender then add the avocado, spirulina, hemp powder and ice. Blend until smooth making sure all the powder has been fully dissolved.

Best Served... in your favourite flask, about one hour after lifting weights in order to feed those torn muscles.

“The last three or four reps is what makes the muscle grow. This area of pain divides the champion from someone else who is not a champion. That's what most people lack, having the guts to go on and just say they'll go through the pain no matter what happens.”

Arnold Schwarzenegger

Bursting with nutrients

Avocados are packed with practically everything your body needs. They contain vitamins A, B-complex, C, E, H, K, and folic acid; plus magnesium, copper, iron, calcium, potassium and many other trace elements. Avocados also provide all of the essential amino acids, plus 7 fatty acids, including omega 3 and 6, and more protein than cows' milk. All that and they make your smoothies creamier!

I wish to point out that like Jason, I am not a Doctor. Good job really as being called Dr Pepper could have caused all kinds of confusion!



Main Entrance



All Wards & Departments)

West Entrance



Night Access)



Suffering from an emergency health situation?
Follow this sign and get to the hospital asap!



Suffering from a common ailment or the first signs of ill health? Maybe
you can avoid this place altogether with a little juicy help from Dr Juice!



North Entrance

ent Centre →



Dr Juice

"Let Juice Be Thy Medicine"

I'm Not A "Real" Doctor - Glad That's Clear!

Over the years I have seen just about every common ailment either improve or completely disappear with the help of freshly extracted juice. This, I believe, is because every single fruit and vegetable designed for human consumption was designed by nature to feed and heal the body. "Natural Juice Therapy" works so well for so many different conditions because the life-giving nutrients contained within all nature's foods are extremely easy for the body to ingest and utilize in juice form. Unlike conventional drug therapy, juice therapy rarely, if ever, has any adverse side-effects; and because the pure nutrient filled liquid was designed by nature, it treats the body as a whole and doesn't try to heal selectively. This is why so many "different" ailments are helped with juicing.

*once the body gets what it needs
to strengthen the immune system,
everything gets better.*

However, despite instinctively knowing this, we live in a world of pharmaceutical influence and the vast majority of us seek drug-therapy as our first point of call to

help disease; not our desperate last-ditch attempt to cure our ills once nature has appeared to have failed.

The only Serious Bit of The Book

What many are unaware of is the potential danger of pumping our systems with medical drugs week after week. In 2006 over 1 million people in the UK were admitted to hospital because of the adverse drug reactions from the pharmaceutical drugs they were prescribed. These people took the drugs as they were directed to. The cost to the British taxpayer was £2 billion. In 2009 1.2 million people needed emergency treatment because they "abused" the medical drugs they were given – an increase from 627,000 in 2004. If you combine the adverse drug reactions from people taking the drugs "as directed" and the people abusing medical drugs:

*You have over 2 million people a year in
hospital because of medical drugs.*

These are the same drugs which have apparently been developed to save them!

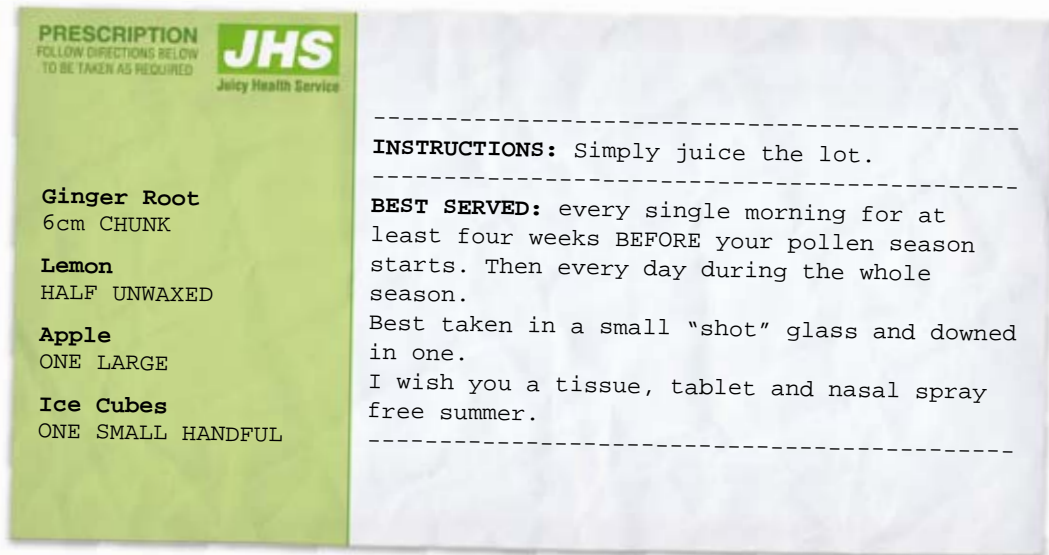
I think severe "hay fever" needs renaming
as people just don't take it seriously enough.
It's a condition not to be sneezed at!





Hay Fever Heaven

The Anti-Histamine Super Shot



This was another ailment I used to suffer from in a bad way. Like many diseases, there is a spectrum of severity for this particular disease. For some, hay fever means slightly itchy eyes and a bit of a sniffle; for others it means feeling like you have been run over by a truck. I was in the “run over by a truck” hay fever camp.

I HAD to find either an air-conditioned building or a sauna to get any respite at all!

I really wish they would rename this “Severe Hay Fever” as people just don’t take hay fever seriously. If you do suffer badly, my heart goes out to you. Even more so if every year you find you have to pump your body full of drugs. The good news is that there is a natural remedy, which actually seems to work and I would like to present it to you here. I am not saying it will 100%

clear all of your symptoms but there is no harm in giving it a go as unlike most drugs, it’s “adverse side-effect free” (unless you are allergic to the ingredients of course!) It works for me every year and I hope it will work for you.

*“Dear Jason,
I have suffered from terrible hay fever for many years – blocked nose, sneezing, generally feeling awful. I came across one of your books half-way through this year’s hay fever season, within 2 days symptoms had completely gone. Then the only way I was aware that the hay fever season had ended was when my hay fever suffering colleagues at work (who had foolishly not taken my advice to use the book) told me that their symptoms had finally gone. Definitely the most effective health book I have ever read!”*

"I have lost 23 lbs in only four weeks
and my asthma has improved so much
that I have reduced my medication (I take
steroids and have a nebuliser). I wrote to
my doctor to let him know and to make
sure he was Okay and he's very happy"
- Penelope



The Juicy Science Bit

The National Heart and Lung Institute research, published in the European Respiratory Journal: Children who drank apple juice at least once a day were half as likely to suffer from wheezing as those drinking it less than once a month. Interestingly, the study also concluded that eating fresh apples themselves gave no apparent benefits, leading the researchers to conclude the juice must be more bioavailable. Dr Peter Burney, who led the project, said that it was possible that 'phytochemicals' in apples, such as flavonoids and phenolic acids, were helping to calm the inflammation in the airways which is a key feature of both wheezing and asthma.



Asthma Tonic

The One To Help You Breathe A Little Easier

PRESCRIPTION
FOLLOW DIRECTIONS BELOW
TO BE TAKEN AS REQUIRED

JHS
Juicy Health Service

Apples
TWO GOLDEN DELICIOUS

Pineapple
ONE-QUARTER MEDIUM
(PEELED)

Celery
TWO STALKS

Fresh Ginger Root
3cm CHUNK

Raspberries
ONE SMALL HANDFUL

Ice Cubes
ONE SMALL HANDFUL

INSTRUCTIONS: Juice the apples, pineapple, celery and ginger.
Pour the juice into the blender, add the raspberries and ice then blend.

BEST SERVED: on an empty stomach and drink at least twice a day for noticeable results.

EXTRA TIP: Avoid all dairy food; white refined sugar and carbohydrates as well as wheat. For a two week period also avoid all from the deadly nightshade family - bell peppers, tobacco, aubergine (eggplant) and tomatoes as many with asthma find that these aggravate their condition.

I had my first asthma attack when I was eight years old. I was given the blue inhaler immediately and progressed rapidly to the brown (steroid) one. I would have to have at least one inhaler with me at all times - just the realization of being without one would send me into an attack. I used the blue one around 14-16 times a day, every day. I was told there wasn't a cure and, like with my psoriasis, it was never even suggested diet could play a part at all.

My Asthma Completely Vanished


Since changing my diet and massively increasing my fresh fruit and vegetable intake through the power of juicing, my asthma has vanished. I am not suggesting that your asthma will be cured by simply drinking this juice, but I know of many people for whom a change of diet and the incorporation of fresh juices has helped tre-

mendously. I am also aware of many people who have indeed managed to stop using their inhalers. I wish to make extremely clear that you should never stop using your inhaler without seeing your doctor first. I sincerely hope you get some degree of help from this juice and the little tips.

"I am 32 years of age and have been a severe asthmatic since the age of seven. Since following your plan I no longer have to reach for the inhaler 3 times a day. It's so wonderful to wake up in the morning without broken sleep as I am dreaming or trying to find my pump as I am wheezing in my sleep."

- Laura

"Thanks for inspiring my life with juice. 8 months straight now! And my girlfriend too - and she has dropped her asthma spray. What more can you ask for?"

A glass of pink juice and a fruit stack on a yellow background. The glass is in the foreground, filled with a vibrant pink liquid. To its right, a stack of fruits including a strawberry, kiwi, lemon, and watermelon is visible. The background is a solid yellow color.

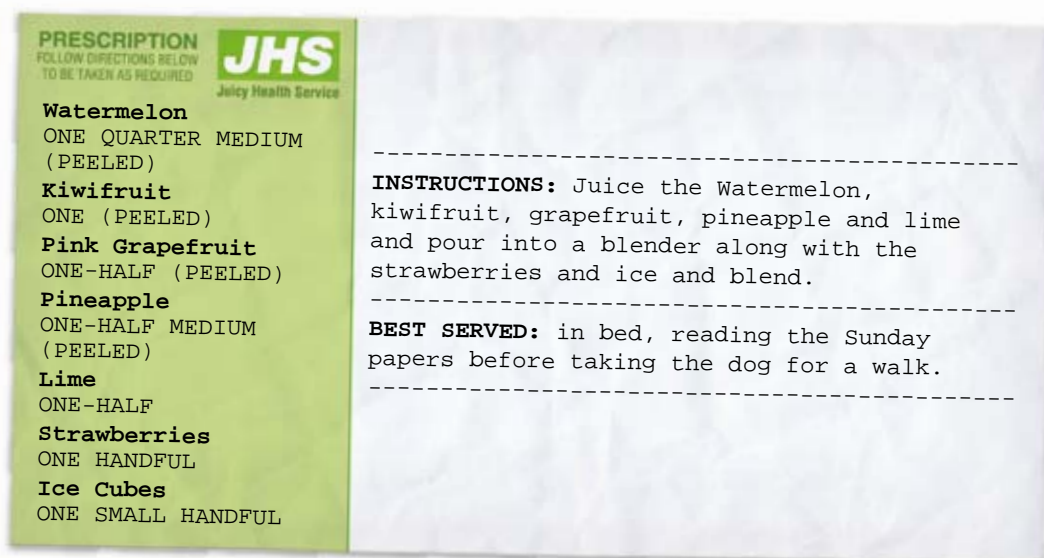
It takes one unit of alcohol one
hour to leave the body (no matter
how much coffee you drink!)

Your head is banging because your brain
is smaller than it was the night before
because it is dehydrated! What you are
feeling is blood trying to pump through a
dehydrated brain - nice! Hydration is key.



Hangover Helper

For the Grizzly Bear In Your Head



The best way to avoid a hangover is perhaps an obvious one – don't drink! Okay, a tad facetious I am sure you'll agree. So if you do drink and have perhaps overdone it, this will do the trick. This smoothie contains ultra-hydrating watermelon, vitamin B₃ rich kiwifruit, metabolism boosting grapefruit, powerful protein digesting pineapple, vitamin C packed lime and antioxidant rich strawberries. All of which should sort your head and body out!



If you're having more than an occasional tippie, this might come in handy!

Pre Hangover Tip

If you are going to drink you need to understand that you tend to drink one pint and pee out three! With this in mind drink one alcoholic drink followed by a glass of water and repeat if you fancy getting squiffy. Before bed, drink about $\frac{1}{2}$ litre of water – it makes all the difference to how your head feels the next day.

"I am well impressed. And I have booted booze out of my life and don't miss it! I never thought I would be free of the booze craving, but now have no fear of not drinking. Excellent read. Jason really is a life-saver!"

Where's Wally?



Thank You To All The Little
Juicers Who Contributed

Kidz Corner

"If You Can't Get Them To Eat It... Get Them To Drink It!"

One thing I believe the vast majority of people agree with is children require the finest nutrition available. The challenge, as I am sure you are aware, is that children aren't always as open to having raw broccoli as perhaps we would like. It appears they take a great deal more notice of what "Mr Ronald McD." and "Mr Ben & Jerry" have to say. Plus, and I feel it's fair to say, a Ben & Jerry's ice cream is just ever so slightly more appealing to the average kid than a raw carrot!

This Is Where Juicing And Smoothie Making Really Comes into Its own

Not only can you "disguise" certain raw veggies into a juice that looks and tastes like berries, but juicing brings a form of theatre to the breakfast table; a kind of experience which pouring milk onto cereal just doesn't!

Children love becoming the creators of their own concoctions and I have found over the years, that if they make it, no matter what the ingredients, they will always say they love it and they will always drink it. You may wish, however, to suggest certain ingredients as you go, as you will also be expected to drink whatever they make *and you will have to finish it all!*

In this section you will find a few wonderful concoctions from some of the children who are part of our juicy community. Some I know personally and others are part of what I call our "extended juicy family". We have tasted every juice and smoothie at Juicy HQ and we can safely say,

they are all pretty special. I cannot encourage you enough to get the kids involved. The younger they are, the more amazed they seem as they watch a hard vegetable like a carrot, turn into juice before their eyes!

It's Possible To Get Your Little ones To Drink Vegetable Juice

If you cannot encourage your little one to juice anything other than an apple and just the sight of raw broccoli going into the juice is enough to make them run a mile, here's a little trick. Firstly sweeten the juice with apple or pineapple. Always add raw beetroot (and broccoli, celery, cucumber, spinach, etc.) away from their little eyes. The juice is then deep red and looks like a berry juice. Bring the juice out and ask "Do you like berries?" to which they will of course reply "Yes!" Hand them the juice and say, "well if you love berries you will love this!"

Now please notice I have not lied, I have simply used misdirection. The question about berries was simply a random question. Even if you do "lie" to your child for the greater good every now and then, I really don't see any harm – especially as they will 100% lie to you at some stage when they are older! I realise this stops them getting involved but if they really won't make a veggie juice this is the way to get it into them. You can still encourage them to make fruit juices and now and then add one veggie and get them to taste.



Maya's Beautiful Beetroot



1 small raw beetroot
2 apples
½ lemon
2 sticks celery
1 inch cucumber
1 handful of mixed leaves
½ avocado
½ teaspoon spirulina
1 handful of ice.

Juice the beet, apples, lemon, celery, cucumber and leaves then pour the juice into your blender. Add the avocado, spirulina and ice then blend until smooth.

"We often use avocado as it makes our smoothies creamy and delicious. We love our green smoothies." – Victoria (mum).

Hi I'm Victoria, my beetroot beautiful daughter Maya was about 10 months old when she grabbed my morning smoothie and started slurping away happily. It was then that I decided she could have the same as us for breakfast – a lovely, freshly extracted juice, blended with avocado, green leaves and superfoods, such as spirulina or one of the other Juice Master supplements.

To get Maya even more excited about her morning smoothie, we started to get

her involved with making it as soon as she was able. At first, it was as simple as getting her used to the loud sound of the high-speed blender – to which we danced around the kitchen each morning. Then she would start helping drop the veggies and fruits into the wide chute of the juicer and push them down to see a cascading waterfall of juice heaven!

One thing I've noticed is how Maya hardly gets poorly. Many parents wean their babies from their own milk to cow's milk or processed baby foods. I feel that having a fresh smoothie each morning keeps Maya happy and fresh (like her smoothie).



Max's Monster Max

2 apples
½ banana
¼ pineapple
1 small raw beetroot
1 tablespoon natural yogurt
½ avocado

Juice the apples and pineapple. Add the juice to the blender with the banana, yogurt, avocado and ice. Blend it all up! Pour into a tall glass until half full.

Juice the beetroot then slowly add it to the middle of the juice, then top up with more of the first juice.



Hi I'm dad John and this is my son Max, he's 4, he's great and he loves his juice.

After trying loads of different things to get Max to have his 5-a-day, we found the best way was to juice the fruit and veg; and then name the juice – the funkier, more colourful and wackier the better! We find this the easiest way for Max to get the healthy foods he needs (we slip in as many greens as possible).

Max loves inventing and making juices himself. He really enjoys seeing the blender whizz-up the ingredients and watching the colours change as he feeds raw beetroot into the juicer; and then minutes later drinking it! We thought this would never

"Juice, then blend and at the end dribble in the beetroot juice. 'Wow' is Max's favorite word for this monster of a juice" – John (dad).

happen, but Max proved us wrong!

Max had eczema from an early age and a dislike for all foods, we had a challenge to get him eating anything let alone the healthier stuff. But allowing Max to make his own juices and sticking everything from raw broccoli, beetroot, carrots, apples, avocado and bananas through a juicer or blender really has got him excited about tasting and experimenting with his food. Maybe he'll even be doing his own recipe book soon!

This is Candy-floss in
the background. Which
is where it will remain
for this section!

What am I doing here? I'm
not even IN this section!
one thing's for sure -
there's no escape now!



The Candy Store

When I was growing up I was, let's say, a little partial to anything which tasted sweet and creamy. This contributed largely to me looking like a little fat pigeon back in those days! All these years later and, although now fond of the green and healthy, I am still human and love a little sweet treat.

*The Following Recipes Are
Deliciously Sweet & Creamy,
& Will Make You Feel Naughty!*

However, although these recipes taste too good to be healthy – they still are. Okay,

they might not be quite in the same league as “The Ultimate Veggie Breakfast” (p. 99), but they’re all still loaded with nutrients. So although it may feel like you’re doing something really bad, your body will still love you for it... to some degree ;-)

A Little Warning...

The smoothies in The Candy Store are effectively a “meal in a glass” and ideally shouldn’t be consumed after a meal, but rather as a meal in themselves!

*“THEY TASTE TOO GOOD TO
BE GOOD FOR YOU”*

*“LIKE DROPLETS OF HEAVEN ON
YOUR TONGUE”*

“DELICIOUS & NUTRITIOUS”



Cocoa-tastic!

Did you know that a cup of cocoa has almost three times the antioxidants of a cup of green tea?!



Tahini Choco Beaney

In the style of Chitty Chitty Bang Bang this smoothie is “Truly Scrumptious” and should satisfy the cravings of even the biggest choco-head! Dense raw cocoa extract blended with deliciously nutty tahini, creamy banana, a swirl of honey and a splash of almond milk.

Fairtrade Raw Cocoa Powder

1 tablespoon

Tahini

1 tablespoon

Manuka Honey

2 teaspoons

Banana

½ (ripe & peeled)

Almond Milk

250ml

Ice Cubes

1 small handful

You must try this one and I mean MUST! This genuinely tastes like a rich-creamy chocolate milkshake.

Tahini Bo-Beaney

This is “Truly Simple” to make! Just add all the ingredients to the blender and whizz-up until “Smoothly Scrumptious”.

Best Served... when you feel like indulging in something chocolatey and sweet and devilishly delicious.

Can I Remotely Justify This?

Absolutely you can! Tahini is a great source of calcium, magnesium, iron, phosphorus, zinc, vitamins B₁, B₂, B₃, B₅ and pantoic acid. B vitamins play an essential part in the running of the body. They promote healthy cell growth and division, including red blood cells, which helps prevent anaemia.

cocoa is the powder of the raw cacao bean and is as far away (on a health front) from mass produced, sugar loaded commercial chocolate as Mary Poppins is from Lord Voldemort. It is renowned for its high antioxidant levels and is believed to enhance mood, lower blood pressure and reduce the risk of heart disease and strokes.

Is That a Vanilla Fact?

The United States, France and Germany consume 90% of the world's vanilla. Demand for natural vanilla has grown considerably and in the past decade the annual vanilla crop has doubled to almost 10,000 tons!

I am guessing that once word of this smoothie gets out demand may increase even further!





Vanilla Ice Cream Smoothie

I've always **loved** vanilla ice cream ever since it first danced on my tongue. Unfortunately, the problem with ice cream is that it's loaded with sugar. So I have come up with a (relatively) healthy alternative.

Hope you and the little ones **love it as much as I do!**

Pineapple

$\frac{1}{2}$

Golden Delicious Apple

1

Vanilla Pod

seeds from 1

Bio-Live Yogurt

4 large tablespoons

Manuka (Active) Honey

1 heaped teaspoon

Ice Cubes

1 small handful

Fairtrade Raw Cocoa Powder

light dusting (optional)

Sweet Instructions

Juice the pineapple (no need to peel if you have a good juicer – although you get a smoother juice if you peel it) and the apple.


Slice the vanilla pod and scrape the seeds directly into the blender. Add the fresh juice, yogurt, honey and ice, and blend until creamy and mind-blowingly delicious.

Best Served... over a large scoop of crushed ice – we want it to be icy and creamy... as in Ice Cream!

Too Tasty To Be Healthy?

It's true that this tastes too good to be healthy, but look what's in it: vitamins A, B₁, B₂, B₃, B₆, Folic Acid, C, E, and K; minerals including potassium, iron, sodium, calcium, zinc, magnesium, phosphorous, selenium, copper and manganese. It also contains digestive enzymes, natural sugars, amino acids, essential fatty acids, and many other amazing things that I'm sure science has yet to uncover!

...
Come on! You can't look at this pic and not want one! our photo dude Kris has made this look as delicious as it tastes!

A tall, clear glass filled with a light-colored, frothy smoothie. The glass is centered in the frame. The background is a dense layer of fresh blueberries and sliced almonds, creating a textured and colorful backdrop. The lighting is soft, highlighting the texture of the smoothie and the freshness of the ingredients.

Take One Three Times A Day

In the past, blueberries were used for medicinal purposes (along with their leaves and roots) for treating coughs.

In recent times it has been discovered that blueberries (and other berries) may actually help to alleviate the cognitive decline in Alzheimer's disease.



Vanilla, Blueberry & Almond Indulgence

Blueberries tumbling and splashing into unadulterated creamy almond milk, combined with vanilla beans straight from the pod and topped off with thick creamy bio-live yogurt – **Indulgent? You bet!**

Vanilla Pod
seeds from 1

Fresh Blueberries
1 large handful

Almond Milk
250 ml

Bio-Live Yogurt
2 tablespoons

Ice Cubes
1 small handful

Instructions

Slice the vanilla pod and scrape the seeds directly into the blender. Add the blueberries, almond milk, yogurt and ice, and mix it up until smooth and creamy.

Best Served... when you are feeling rather pleased with yourself for finishing that piece of work on time; or getting that promotion; or finally plucking up the courage to ask that cute guy/girl out on a date. Sit back, savour this divine smoothie and reflect on your glorious achievement.

“Super, smashing, great, marvellous, (look at what you could have won)” as the wonderful legend Jim Bowen would say

Why Almond Milk?

Almond milk is a combination of almonds and water, it is dairy free, cholesterol free, lactose free and contains high levels of protein, calcium, magnesium, potassium, manganese, copper, vitamin E and selenium. So although this smoothie tastes very indulgent, one of the side effects is its actually phenomenally nutrient rich. Happy, happy days!

Super Shots

The Small Shots With The Biggest Punch!

Good things come in small packages, as they say, and this is one of the cases where that saying holds some weight. This array of super juice shots pack an enormous amount of nutrition into a single shot! We live in a world where we believe a tiny medical synthetic pill or even vitamin pill, can do so much in terms of our health and yet we seem to think a little shot juice won't have much effect. Please do not underestimate the nutritional power of some of these super shots. The Garlic Shot for example, is perhaps the finest natural antibiotic you can take. It is also antiviral and antifungal and unlike drug antibiotics, it will not kill off our healthy bacteria. If you have any infections or fungal issues, get one of these down you every day until it clears. If the Garlic Shot is too much for you on the taste (and breath) front, try the Ginger Shot.

All these super shots are as powerful as the Garlic Shot in their own way. Some will require a powder (see "What'Supp?" on the following page). Don't go crazy with the shots; less is more when it comes to these mini powerhouses. I would highly recommend having a shot before your "main" juice of the day. Your juicer is going to need cleaning anyway, so have a shot then, for extra nutrition. I tend to opt for a ginger shot and berry shot, but the choice is yours clearly. I always have a wheatgrass shot too, but I have those delivered in ready-made frozen shots, which I simply take from the freezer, pop in water for 5 mins, open and drink (see wheatgrass page for more on this, p.254).



GINGER SHOT

½ large apple (or whole small)

5 cm chunk of ginger

Just juice, add to small shot glass and down in one!

This little shot was created by Kasper who owns the juice chain Joe and The Juice - thanks boys. It's a natural antiviral, antibiotic, antifungal, antihistamine, anti-inflammatory, antiseptic, increases blood flow, promotes sweating and relaxes peripheral blood vessels.

GARLIC SHOT

½ large apple (or whole small)

2 cloves garlic

Just juice, add to small shot glass and down in one!

Nature's finest antibiotic, antiviral and antifungal. If you have an infection or fungus in your nails, get one of these in you daily!

WHEATGRASS SHOT

The most famous "shot" in the world... after tequila! See the wheatgrass page for how to make your shot as there are several ways.

20 amino acids

11 x more calcium than cow's milk

5 x more iron than spinach

4 x the vitamin B1 of whole-wheat flour

7 x the vitamin C of oranges.

More protein than beef.

Excellent source of vitamin C, E, K, B complex.

Rich in calcium, cobalt, iron, magnesium, phosphorus, potassium, sodium, sulphur, and zinc. Rich in chlorophyll.

SUPER BERRY SHOT

½ large apple (or whole small)

Heaped teaspoon of Ultimate Berry Powder

Juice the apple, pour into a protein shaker, add the powder and shake until dissolved. Pour into shot glass and knock back in one! (If you don't have a protein shaker, then just stir in).

Contains the highest antioxidant fruits in the world. Rich in amino acids, essential fats, vitamins, minerals and enzymes. Just the Acai Berries alone are described as, "the number one anti-ageing food" by Dr Nicholas Perricone. These berries are twice as potent as blueberries. Goji berries (also known as wolfberries) contain 500 x more vitamin C than oranges and more beta-carotene than carrots, as well being very rich in iron. That's just two of the berries!

SUPER GREEN SHOT

½ large apple (or whole small)

1 heaped teaspoon of Juice Master's Ultimate Super Food

Juice the apple, pour into a protein shaker, add the powder and shake until dissolved. Pour into a shot glass and knock back in one! (If you don't have a protein shaker, then just stir in.)

Contains the dried powders of all the green juices that matter: whole leaf barley grass, whole leaf wheatgrass, nettle leaf, shavagrass, alfalfa leaf juice, dandelion leaf juice, kamut grass juice, barley grass juice, oat grass juice, burdock root, broccoli juice, kale juice, spinach juice, parsley juice, carob pod, ginger root, nopal cactus, Alma Berry, spirulina plus an array of other amazing nutrients

What a way
to end it all!



PHILIPS

Juice Master to the stars and #1 best-selling author Jason Vale has squeezed over 100 funky 'n' fresh juice and smoothie recipes into this latest book. Warm up your juicer, dust off your blender, and brace your taste buds for the most mouth-wateringly tantalizing fruit and veggie fusions ever created!

"When the alarm goes off at 7am, I head downstairs and get out the juicer. I throw in three carrots, four florets of broccoli, some cucumber, celery, an apple and a tiny piece of ginger. After reading Jason Vale's Juice Master book a couple of years ago, I've become a complete convert."

Simon Nixon (Founder of MoneySupermarket.com)

"Jason Vale's approach is all about taking control of your health using common sense and logic. Always delivered with his unique humour and most importantly, easy to apply to your own life!"

Beverly Knight

"I love the juices and I don't feel hungry."

Katie Price (aka Jordan)

"Want an easy way to shed fat? Simply chuck some stuff in a blender, wizz them up and drink these super smoothies from Juice Master Jason Vale."

Mens Fitness Magazine



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