

It's a Skin Thing

Your complete guide to naturally clear skin
written for psoriasis, eczema & rosacea



NEVER

GIVE

UP

"This little green juice changed my life. Now I'd like to show you how it can change yours too. Your body's ability to heal is greater than anyone has permitted you to believe." **Hanna Sillitoe**



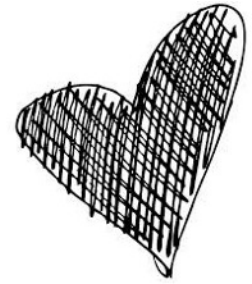
THE **greatest** POWER
YOU POSSESS IN LIFE IS
your UNDERSTANDING
that *life* gives
you

A **fresh** START
AT ANY MOMENT
YOU *choose* TO
start FRESH.

*you're
pretty special.
just saying.*



Hello Beautiful,



I know how you're feeling, I really do. Having lived with psoriasis & eczema for over twenty years I've created the 'Skin Thing'. Designed to not only help clear your skin in the short term, this plan introduces you to a natural, manageable way to keep your skin clear for life. I'm not promising you it's easy, but it IS simple. And never, ever give up. You're beautiful.

Lots of love, *Hanna* xx



- ✓ Cleared of psoriasis
- ✓ Cleared of eczema
- ✓ Lost over 55lbs in excess weight
- ✓ High blood pressure eliminated
- ✓ No more UTIs
- ✓ No more kidney infections
- ✓ Changed my life

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A study published in the Archives Of Dermatology suggests;

- 350 Britons each year commit suicide because of psoriasis
- 10,400 develop depression
- 7,100 are diagnosed with anxiety

Those are frightening statistics. That's almost **one human being per day in this country, killing themselves because they can not live within their skin.** Yet I know that all too familiar feeling of utter helplessness and despair, because I've been there.

If you've never suffered from a skin condition it's hard to describe the effect it has on your life. Shopping for clothes, choosing what to wear for a particular occasion - these things no longer become a pleasure, more a mission to find something that will make the angry red patches of skin on your body look a little less noticeable. If this is you right now DO NOT panic. I cleared my psoriasis & eczema, I changed my life and I truly believe - with commitment & dedication - you can do the same.

Why Juice?

This plan is based on the concept of juicing & a follow on eat clean diet. The idea of juicing is very simple. To feed your body such a huge amount of alkaline nutrients in liquid form, ensures it does not need to do anything to digest or make use of the fuel you're putting in. At any one time, thirty percent of your body's energy can be dedicated to digesting food. Imagine if all that energy could instead be used to detox and repair your liver, kidneys and gut. Add to that the fact we're calming the internal system, putting in some super useful vitamins, cleansing the blood through exercise and applying some fantastic topical skin salts and oils - suddenly this Skin Thing begins to make logical sense.



Change the Way you Think

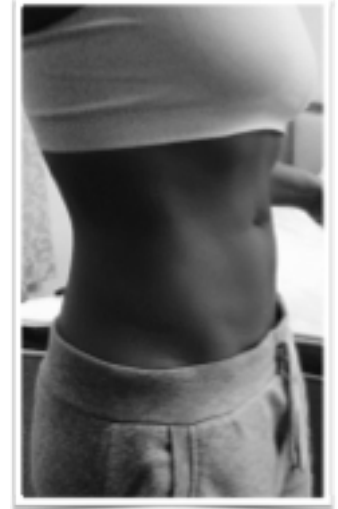
This programme is designed, not only to heal your skin, but to do so properly. Not to suppress the symptoms as so many prescription medicines do, but to truly heal from the inside out. **Not only will your skin look different, it will feel different too. YOU will feel different.**

This isn't about suppressing the immune system to stop it attacking itself, this is about resetting and replenishing your body.

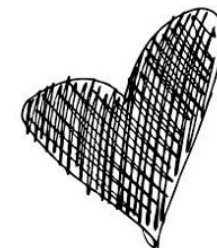
I'm not asking you to blindly believe what I am telling you. When I embarked on my first juice cleanse I never did so believing I'd found my miracle cure. I'm naturally skeptical and had been promised 'the answer' a million times before in the form of various lotions and creams and been disappointed on each and every occasion.



What I'm trying to say is, I completely understand your skepticism and it's OK. I'm not asking you to believe what I am telling you, all I am asking you to do is **take a look at the before and after photographs** and change your way of thinking about skin illness.



My stomach was so painful. In fact much of my body was covered in psoriasis. I am now 100% clear. Believe that YOU can change your skin, your health and your life

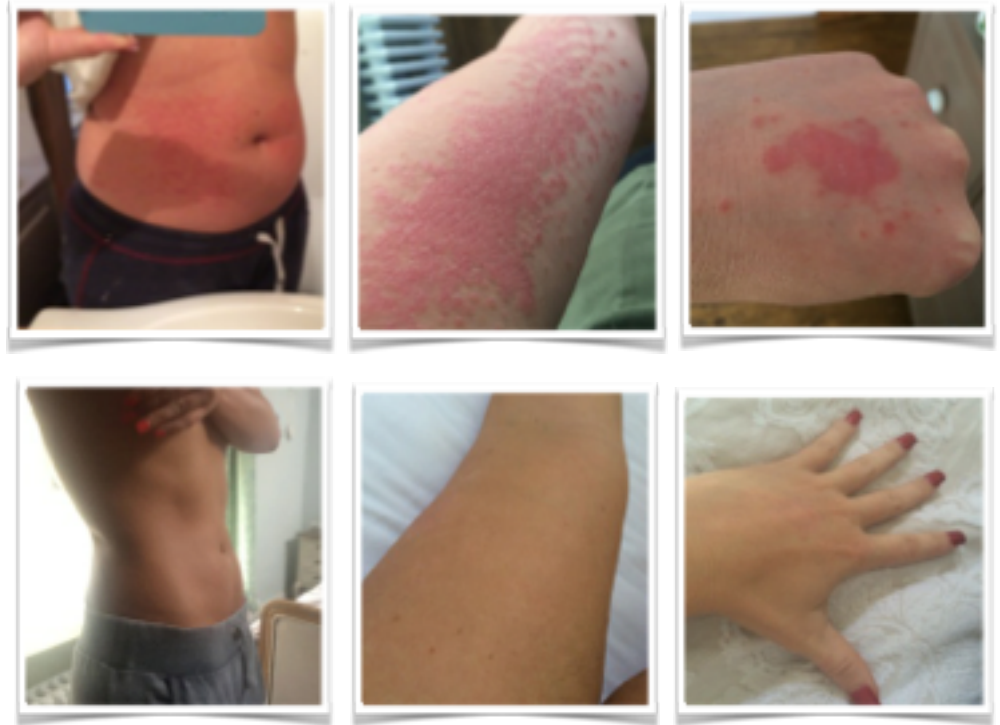


What's My Story

Psoriasis and eczema took over my life physically, mentally and emotionally. Not a day went by when my skin did not affect me in some way shape or form. Skin problems aside, I considered myself a confident person, I tried not to let it destroy my self-esteem but that became a constant battle. I can not tell you how good it feels to have clear skin, the feeling of no longer having to worry about what people think or say.

At my worst I had eczema on my eyelids and plaque & guttate psoriasis covered my arms, legs, boobs, tummy and scalp. Not only were those red, scaly patches spreading, they hurt. They really, REALLY hurt. The itching would keep me awake, I was constantly tired, the pain of clothing brushing against red raw skin would leave me crying in pain. It looked horrendous, it felt horrendous and aside from temporary relief from the dryness, no amount of creams or emollients seemed to make the slightest bit of difference. I knew I had to do something about it.

I want to offer you this very simple, logical solution to clearing your skin naturally.



After twenty years of suffering I am now 100% clear. The feeling of smooth skin for someone who's never had that luxury is like nothing else, I don't care how cold it is, I dress in shorts and vest tops because I CAN! I wear little black dresses because I no longer have to stress about looking like I have a severe case of dandruff.

I'm in control again and I'm not sure that novelty will ever wear off. What we're doing is replenishing your body, resetting your immune system, giving YOU the power to regain control over your skin, health and quite possibly your life!

Those 'why me' Moments

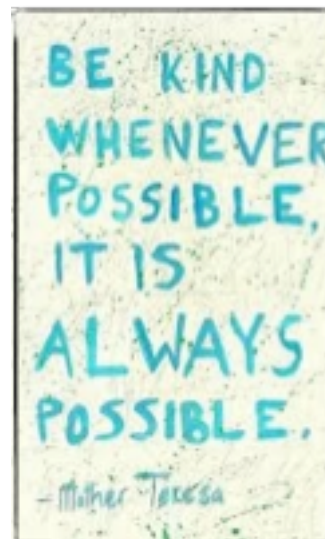
There have been lots of hurtful moments over my twenty years of living with eczema and psoriasis, but the one that stays with me until this day, was five years ago ahead of a return flight from Egypt. We were stood at the check in queue in Hurghada airport. The holiday had been awesome. My skin had been terrible before flying out but the combination of relaxation, sea salt and sunshine seemed to have done it some good. The fact I was tanned also disguised the redness a little better. I felt great.

We reached the check in desk and handed over our passports and tickets, but the girl behind the desk seemed less preoccupied with those and more interested in my skin. Her English wasn't brilliant but I soon realised she was asking if it was contagious. I was mortified. I'd convinced myself it wasn't that noticeable, so much so that I'd worn a vest top out in public and now here was this girl drawing attention to it. I explained it wasn't contagious but this didn't seem to satisfy her. She called her supervisor.

By now my boyfriend was getting annoyed, he knew what it had taken for me to travel home in short sleeves and whilst I'd

experienced the looks, stares and questions in the past, this was the first time *he'd* seen anyone draw attention to my skin.

There I was, the subject of an interrogation about my psoriasis, with an angry boyfriend beside me and a long queue of passengers behind me. My day had gone from feeling brave enough to wear a t-shirt, to wishing I'd covered up in a million layers. I went to the bathroom ahead of that flight and cried my eyes out. I don't blame the girl, not for a moment, she could have handled the situation a little better but she wasn't being intentionally cruel. Nevertheless any ounce of confidence my slightly improved skin and tan had given me had been taken away in an instant.



The Blum Bucket Principle

I believe most skin problems can be attributed to the same underlying causes. The simplest way it was explained to me was by an American doctor called Susan Blum. She describes our bodies as a little bucket. We can keep pouring certain elements into the bucket like sand filling it. Stress for example, poor diet, an unhealthy lifestyle, chemicals, medicines ...its like an acidic drip feed. In those of us with a genetic predisposition towards autoimmune illness (believed now to be 30% of the UK population) it takes just one negative element too many to tip the balance, to overfill the bucket and cause a chain of problems internally which lead to the body desperately trying to eliminate the toxicity. It can't retain the sand, the bucket is overflowing and for us that manifests itself in the erratic behaviour of T Cells which rush to the bodies largest organ – our skin. The body thinks it's protecting itself from attack, whereas what its actually doing is attacking perfectly healthy skin by over producing new cells.

Commit to Change

There is a real difference in being interested in something and being committed to it. There are those that say;

“I'd really like to clear my skin”

but a statement like that is not a commitment at all. It's a preference, something seemingly unattainable to aspire to. Making a true decision means committing to achieve a result, and then cutting yourself off from any other possibility. I won't lie and tell you the plan is going to be easy, but it IS simple. The effort involved on your part is a little time and a lot of commitment! Many people ask me;

“will I need to change my life to follow the plan?”

YES! It's a good thing! Depending on your current situation you may need to make some seemingly dramatic lifestyle changes, but that's okay. Because if life as it is now were working perfectly for you, you would not be struggling with your health. The bucket would not be overflowing.

Foods to Avoid

NIGHTSHADES

Nightshades can be problematic for many people due to their lectin, saponin and/or capsaicin content. In fact, many people are sensitive to nightshades independent of illness or autoimmune issues. Nightshades are also the most difficult to reintroduce.

AVOID;

- Tomatoes
- Potatoes (excluding sweet potato)
- Aubergine (eggplants)
- Peppers (not black pepper)
- Chillies
- Paprika
- Tobacco (smoking)

FRUITS

Salicylates are natural pesticides, present in varying amounts in most fruit and some vegetables.

Salicylates are particularly high in **tomatoes, oranges and strawberries**. These seemingly innocent little fruits can play havoc with skin problems, especially eczema. Strawberries and Oranges contain a very high Vitamin C content and whilst Vitamin C is vital for a healthy immune system, for those of us with troublesome skin, it can be problematic in high doses. **AVOID;**

- Strawberries
- Oranges

WARMING FRUITS

The Chinese dietary principle of Pinyin groups foods into warming and cooling categories. Cooling fruits such as apples and pears have the effect of clearing heat and toxins, cooling and calming the blood.

AVOID warming fruits;

- Apricots
- Cherries
- Guava
- Lychees
- Mangos
- Nectarines
- Peaches
- Raspberries
- Dates

ACIDIC FRUITS

Whilst it's important to keep the bodies PH level balanced, chances are, due to today's western diet of processed and convenience foods, most of us fall on the acidic side of the spectrum. It's cheap and easy to monitor your PH level simply by using saliva or urine testing strips. Download our Acid / Alkaline chart & choose Alkaline foods. This isn't to say you can never eat acidic foods again, just try to keep an 80 / 20 balance, with 80% of the foods you consume being alkaline, allowing for the remaining 20% to be acidic.

- Blueberries
- Canned or Glazed Fruits
- Cranberries
- Currants
- Prunes & Plums

ACID FORMING MEATS / SEAFOOD

- Beef
- Pork
- Ham
- Bacon
- Mussels / Clams
- Crabs / Prawns / Langoustines
- Lobster / Oysters / Scallops

BREADS & PASTA

Aside from a little rye occasionally, I'm afraid bread has to go. Add to that list any other wheat based food, which has been refined and / or processed;

- Bread
- Pasta
- Cereal
- Crackers & Crisps

DAIRY

Dairy has long been recognised as a potential trigger for skin conditions, particularly those worsened by inflammation, such as acne, eczema and rosacea. While alkaline outside the body, dairy becomes acidic in the stomach – and can impede the body's natural detoxification process.

- Milk
- Butter
- Cows Cheese

ACIDIC FORMING SWEET STUFF

- Chocolate (aside from 85% dark)
- Sweets
- Carob

Drinks

I was a diet coke addict. Besides alcohol it was very definitely my drink of choice, I don't think a day went by without me drinking two or three cans of the stuff. I've never been a fan of coffee, so for me, diet coke was my calories free caffeine shot, my hangover cure, and I would literally drink it for breakfast!

Besides the sugar, colourings, flavourings and preservatives found in most fizzy drinks, many 'diet' sodas contain the sugar substitute **aspartame**

Aspartame changes the ratio of amino acids in the blood, blocking or lowering the levels of serotonin, tyrosine, dopamine, norepinephrine, and adrenaline. There are over 92 different health side effects associated with aspartame consumption. It seems surreal, but true, that this one chemical can create such chaos.

ALL **fizzy drinks** are to be avoided on the plan and beyond. Sparkling water is okay, but as its more acidic than still water its best to drink it in moderation. **Orange juice** (for reasons listed under 'fruit') and in fact all **commercially produced fruit juices** are a no.

Coffee and tea (excluding herbal tea) are also acidic and best avoided completely on the plan. If you like warm drinks, **hot water with fresh lemon, chamomile and mint teas** are the best options. **Red Clover & Burdock Root tea** is essential at the start of the programme. It's an ... acquired ☺ taste! Even though I'm fully clear I still drink it from time to time to keep my system alkaline and skin in check.

Still Water will become your new best friend. I used to survive on less than a glass a day. I'll now drink two litres a day minimum. If that sounds like a lot, trust me, it's easy and one of the best things you can do for your skin.

Aspartame accounts for over 75 percent of the adverse reactions to food additives reported to the FDA. Many of these reactions are very serious, including seizures and death.

ALCOHOL

One of my biggest fears when embarking on the plan was the thought of giving up alcohol. At 35 and living in Manchester, UK much of my social life revolves around pubs, bars, restaurants and inevitably alcohol.

My skin was so bad during my post Christmas flare ...certainly not helped by excessive food and alcohol consumption, I knew I needed to make some tough commitments. One of those was quitting the booze.

My alcohol intake varied but there's no denying I was drinking way too much. Okay so I wasn't starting each day with a large Malbec, but I was certainly ending it with one! Often an entire bottle. It sounds crazy when I say it now, but that bottle of red each evening, usually justified by the stress of work, or

needing to relax, or one of the million other excuses I used, actually seemed normal. It's only in taking a step back, you realise just HOW hard your liver and kidneys have to function to eliminate what is essentially a poison, that you begin to question why you're pouring it down your neck in the first place!

I'm putting **alcohol** on the **NEVER EVER** list. The problem with alcohol is that it undoes SO much good. Your body has to work so incredibly hard to filter it, **this goes completely against every principle of giving your major organs of elimination a break and allowing your body to heal.**

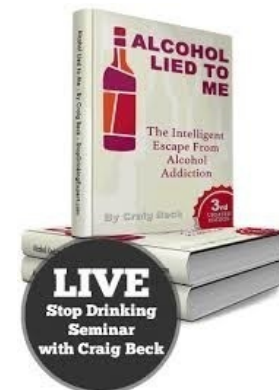
I also understand that the thought of quitting alcohol can prove far from easy, but there is help available and it CAN be done. If I can quit then YOU can too.

ALCOHOL LIED TO ME

My good friend Craig Beck has written a book called '[Alcohol Lied to Me](#)'.



If you think quitting alcohol may be something you'll struggle with, I'd highly recommend Craig's book. It's so well written and easy to read.



Smoking

Ex-smokers are the worst aren't they?
I should know, I am one!

Aside from the obvious negative impact on your health, there's an added reason it's essential for those of us with psoriasis and skin conditions to quit the cigs for good.

Cigarettes contain tobacco and tobacco is a member of the Nightshade family. I talk about Nightshades through out the programme because certain fruit and veg fall under this category too. Tobacco is a major problem for us because it contains saponins and saponins have adjuvant activity. An adjuvant is a chemical that stimulates

and exaggerates an immune response. The last thing we want to do with an overactive immune system is illicit any form of unwarranted response.

I spent much of my twenties DJing in nightclubs. This was a time when smoking in bars was still allowed. I could quite easily get through a packet of twenty during the day and the same again on top of that if I was working nights. I loved my cigarettes and forty a day became standard.

I used the Allen Carr method to stop smoking nine years ago - there are so many different programmes and plans available now. If you find the thought of quitting the smokes

alongside starting this programme too daunting, I'd really urge you to stop smoking first.

I'm not saying it's easy, even after almost a decade, there are still times when I'm abroad, sat on a terrace, with cigarette smoke blowing through the air and I'll think 'ooh I could just have a drag'. But I can't and I won't. That one drag would lead to one cigarette, which would lead to smoking socially, which would see me back on twenty a day in no time! It's just not worth it.



BE KIND
for
EVERYONE
YOU MEET is
FIGHTING
a HARD BATTLE

Emotional Support

I could not be more thankful for the support I received from the majority of my friends and family when embarking upon my juicy recovery! I say 'the majority' because there will always be those that are quick to dismiss anything other than pharmaceutical meds when it comes to treating illness.

Fortunately I'm a big fan of proving people wrong!

I didn't blindly believe juicing would work for me, I'm a natural skeptic and whilst, in theory, juicing made sense, a part of me did wonder if it could really be that simple. When I say simple, I don't mean it terms of following the plan, such strict elimination, especially at the start requires serious commitment and I have full respect for everyone who undertakes such a restrictive regime for the sake of their health. Simple, in terms of principle.

Could alkaline vegetables and fruit in pure liquid form, really be the solution to an illness my doctor had been unable to cure for the past twenty years? Skepticism is okay. It's healthy. Negativity isn't. I'm constantly disappointed by the messages I receive from psoriasis sufferers whose friends and family show them little or no support. And in some cases even make their lives more difficult.

Not all my friends knew I had psoriasis, it's hardly something you shout about! In fact over the years I'd become quite good at covering it up – long sleeved dresses, skin coloured tights, heavy makeup, scarves and gloves – when I finally told my story earlier this year, many friends were shocked at just how bad my skin had been. I was equally surprised to learn that lots of friends and ex work colleagues had also been suffering with eczema and psoriasis but were equally adept at concealing it.

Positive influences and support are essential. I think the majority of us have at least one or two negative influences in our lives. You know, that friend. Nothing ever goes right for them, their life is one long problem, they call on you to ask for help but never ask how you are in return. We all need balance and there's a certain sense of warmth that comes with being able to support a friend in need, **but this is a time to focus on YOU, to put YOURself first.** It's really okay to distance yourself from those draining influences for a short while whilst you begin to heal.

The Power of the Plan

You will notice the juices, soups and salads which form the basis of this plan are very high alkaline. As it's essential to **reset and replenish the body** at the start of this programme, it's important to create an inner cooling environment by consuming predominantly alkaline forming foods. **Don't panic that this lifestyle change will mean you can never eat your favourite chocolate bar or plate of pasta again!** You may not want to, but that's a different matter.



You're **BRAVER** than you believe,
and **STRONGER** than you seem,
and **SMARTER** than you think.

and SMARTER than you think.



I don't want you to feel as though this plan is unachievable in every day life. Remember, I'm only asking for 28 days to prove to you the massive difference consuming the correct combination of foods can make to your skin, health and well being. What you choose to do once the four weeks are up is entirely up to you. You may opt to continue with the programme, you may incorporate a less rigid version of the plan, following the same principles, into your every day routine, you may decide it's not for you. **What I want to do is give YOU back control over a skin condition, which has no doubt been controlling you.** Once you regain that control and understand the true cause of your skin problem, **the power you hold to manage it will feel incredible.**



The Acid Alkaline Principle

I truly believe that many illnesses we see today can be dramatically improved, if not cured, **through a change in diet**. We have become so accustomed to eating mass produced, processed, 'convenience' foods, we've forgotten how to incorporate the consumption of **natures finest medicine** - fresh fruit and veg - into our daily diet. Juicing makes this simple. We're literally pouring highly alkaline, liquid nutrients in and virtually zero effort is required on the part of our body to absorb them.

If I take a look at an average day for me, prior to understanding the effect of diet on my skin, there would have been very little alkaline food:

Breakfast: **Diet Coke** (I know!!!), **Toast with Butter & Jam** Lunch: **Jacket Potato, Baked Beans, Cheese**
Dinner: **Seafood Taglietelle, Chocolate, Red Wine**

Okay the diet coke for breakfast sounds far from ideal, but as diets go it was all freshly prepared food. **I wasn't eating ready meals and it wasn't all takeout foods**. Nevertheless, there isn't

one alkaline food included. Admittedly not every day looked like that (some better, some worse) My point is, **you may THINK your eating a healthy balance when in actual fact the acid / alkaline ratio is completely out**. Now my typical day would like like this;

Breakfast: **High 5 little green Skin Juice** Lunch: **Beet & Squash Salad & an apple**

Dinner: **Rice Pasta** with **homemade pesto, peas, broccoli & asparagus**

Lots of water & peppermint tea

I've put together a basic **acid / alkaline chart**, so if you're ever in doubt over a particular food (**aside from nightshades, oranges and strawberries which should ALWAYS be avoided when it comes to skin problems**) you can cross reference.

Aside from food, **stress** and many **pharm medicines** such as **antibiotics** have a hugely **acidic effect** on the body. It's worth remembering, if you're highly stressed or on antibiotics, **keep your diet alkaline focussed** to ensure the Acid / Alkaline ratio stays in check.

The Acid / Alkaline Chart

MOST ALKALINE	ALKALINE	SLIGHTLY ALKALINE	SLIGHTLY ACIDIC	ACIDIC	MOST ACIDIC
Still Water, Herbal Tea	Green Tea	Ginger Tea	Tea	Coffee	Alcohol, Soda Drinks
		Soy Milk, Goats Cheese	Eggs, Butter, Yoghurt, Cottage Cheese		Cheese, Milk, Ice cream
		Fish, Tofu	Venison	Turkey, Lamb, Chicken	Beef, Shellfish, Pork
Extra Virgin Olive Oil, Coconut Oil	Flaxseed Oil		Corn Oil, Palm Oil		
	Almonds	Chestnuts, Brazil Nuts, Hazelnuts	Pumpkin Seeds, Sunflower Seeds	Pecans, Cashews	Walnut, Peanuts
Asparagus, Onions, Broccoli, Garlic, Raw Spinach, Green Juices, Kale, Cucumber	Squash, Beans, Beets, Celery, Sweet Potato	Carrots, Tomatoes, Mushrooms, Cabbage	Kidney Beans, String Beans	White Potatoes	
Lemons, Limes, Watermelon, Mango	Apples, Pears, Melons, Grapes, Kiwis	Oranges, Bananas, Cherries, Pineapple	Plums, processed fruit juices	Rhubarb	Blueberries, Cranberries, Prunes
	Maple Syrup, Rice	Raw Sugar	Molasses	White Sugar, Brown Sugar	Aspartame, Sugar, Chocolate
Manuka Honey, Stevia			Rice	Barley, Oat Bran, Wholewheat	White Flour, White Pasta, White Bread

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