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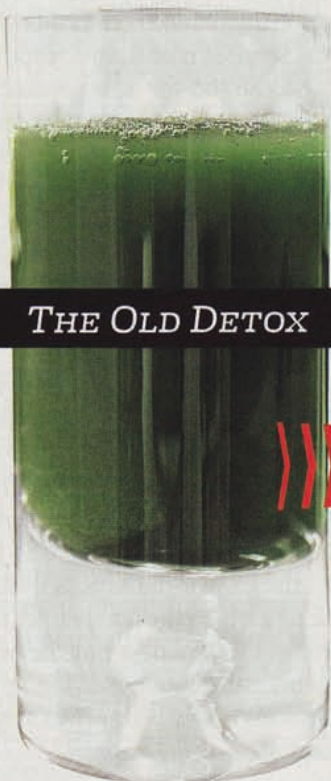


Forget fasting: There's a kinder, tastier way to lose weight and feel better this winter. Meet the new body cleansers.

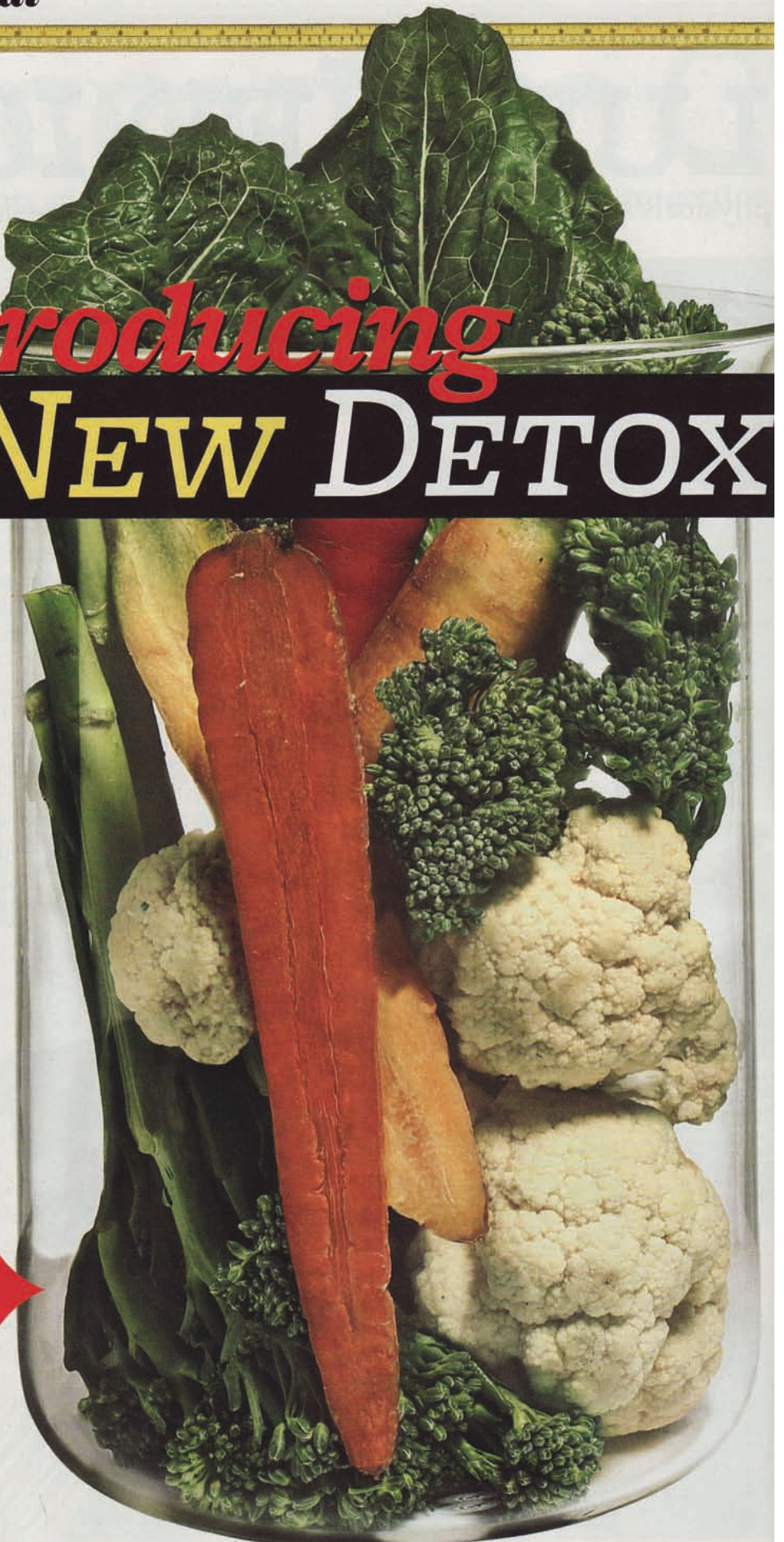
*Introducing*

# THE NEW DETOX

In the 1940s, Stanley Burroughs, a keen vegetarian (and committed nudist), came up with the Master Cleanse. It's a simple plan: You spend weeks consuming nothing but a cocktail of water, lemon juice, maple syrup and cayenne pepper, plus an optional daily cup of laxative tea and a glass of salt water. In recent years, it became a celebrity phenomenon. Beyoncé reportedly lost 20 pounds in 10 days on it; Ashanti and Jared Leto have tried it too. But it's unadulterated



THE OLD DETOX





misery—and dangerous. Such old-school detoxes can cause vitamin deficiencies, muscle breakdown, even brain damage (not to mention scary intestinal issues).

“Plans where you eat nothing but tree bark and suck lemons are fine for a few days but not long-term. They don’t provide enough nutrients to fuel the body,” says celebrity trainer David Kirsch. The *New Yorker* puts Liv Tyler and Anne Hathaway through the paces at his Madison Square Club, and is the architect of one of the new kinds of detoxes that Gothamites are turning to.

David’s program, the Ultimate New York Body Plan, aims to rid your system of the gunk that slows it down, without putting it at risk. Such programs are safe, allow actual, chewable food—and are the hottest way to get fabulous this winter.

On the Body Plan, lean protein, vegetables, salad and egg whites are all allowed; protein shakes, vitamin drinks and herbal appetite suppressants are also included. (The cost of the shakes and supplements is \$523.99 for two weeks.) David also prescribes vigorous hourlong workouts each day. Some clients can shed 10 pounds in just two weeks.

David’s not the only diet guru to boast of a new, less rigid detox plan. Dr. Jeffrey Morrison, a medical doctor specializing in nutrition, treats patients with his Detox Diet, a cleanse that includes two meal-replacement shakes, a healthy dinner and limitless leafy vegetables drizzled in olive oil and lemon juice. Very active clients are even allowed a half-cup of brown rice, sweet potatoes and fruit.

“People with a lot of weight to lose, food allergies or health issues need to go on extended programs with more nutrients and food choices so they can safely adhere to them for longer periods of time,” Dr. Morrison says. A month’s worth of his shakes costs \$350 (supplements may be required for an extra fee, depending on the health of the patient). Exercise is encouraged, and clients can lose as much as 15 pounds in a month.

“Research shows that prolonged fasting weakens the muscles and organs because of protein losses and the slowing of metabolic activity,” says nutritionist Oz Garcia Ph.D, who has whipped boldfacers

like Hilary Swank and Kim Cattrall into shape with his detox plan. “And since they cause you to lose mostly water weight and muscle, the pounds generally come back.” While he does offer seven-day and two-week programs as well as 30-day ones like Dr. Morrison’s, Oz typically works with clients longer—for six months to a year. In addition to moderating diet, he advocates daily exercise, 20-minute saunas (adherents replace lost electrolytes by drinking Oz Water), regular massage, acupuncture and Epsom-salt baths. “All of these things help to release toxins, increase circulation and relieve stress,” he says.

One of his 30-day detox plans may include two meal-replacement shakes, supplements, fruit and vegetable juices and salads, plus a modest dinner of whitefish, vegetables and a small cup of whole-grain

*“Plans where you eat nothing but tree bark and suck lemons are dangerous long-term.”*

basmati rice. The shakes and supplements cost \$375 for one week, and most clients lose 5 to 10 pounds in four weeks.

These new programs, while easier to stick to, are still no picnic. Headaches, hunger pangs, fatigue and pimples can be the unhappy consequences of embarking on one. “If you’ve been partying like a rock star, or even if you haven’t, eliminating daily staples from your diet and eating more vegetables can put your body into withdrawal because you are eliminating foods that you’re addicted to,” says Dr. Morrison. But after a period of adjustment (a week or so) clients have more energy and feel better.

Sally Singer, features director at *Vogue*, dropped two sizes and 10 pounds in four weeks while on David’s Body Plan—even though she cheated with an occasional glass of wine and restaurant meal. One year later, she still fits into the same

clothes. “What’s so great about David is that he is not about making athletes but about thinning your thighs and shrinking your butt,” the 43-year-old says. “And he is so adorable. That’s why the gorgeous girls flock to him.”

Debbie Korb, a senior vice president at Sotheby’s International Realty, followed Dr. Morrison’s plan. She lost 11 pounds in six weeks (and gained glowing skin). “Watching the scale move is really motivating, and Dr. Morrison is so charming and upbeat,” the 53-year-old says. The results are very encouraging and the program is so simple, she says, that she’ll stay on it until she loses another 10 pounds.

Author Karen Salmansohn exhibited similar self-control on the same program. She lost 8 pounds in eight weeks—and regained her vim and vigor. “I’ve done the starve-yourself thing and all you really do is starve! I couldn’t stick with any of those plans,” she says. “This program is pretty easy because the shakes are delicious. I pick up the plan again for a few days here and there when I need an energy boost or want to shed the 2 pounds that creep back.”

Claudia Barry turned to Oz to help her regain her zest for life. “I just wanted to feel great again and I couldn’t put my finger on how to do that,” the 35-year-old businesswoman says. After six months, the Upper West Sider lost 10 pounds and had renewed energy and focus. “I was amazed at how easy it was and how positively it impacted my productivity at work, plus it made my skin, hair and eyes shine,” she adds.

Weight loss without too much torture—what’s not to love about that? It even makes the thought of detoxing your body after the festive season bearable. “It’s human nature to fall off the wagon,” David says. “But the new plans are designed to help you get your butt back on it in a safe and healthy way.” Claudia, now a complete convert to cleanses, agrees: “It feels so good to be turned around that there is no reason to ever turn back. In fact, just talking about it makes me want an Oz tune-up.” —Cara Kagan

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