

**ENDORSED BY**



**An ESSENTIAL yet underestimated food to be in our diets every day.**

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Dear Health Enthusiast,

When I say 'essential', I consider this one to be among the few most important categories of food to be in our everyday diet.

And it's green foods! We're talking about foods like kale, arugula, chard, mustard greens, parsley, cilantro, spinach, basil, broccoli, and blue-green algae. (*Algae?* Yep. We'll be talking about this subject shortly.) What makes these foods *so* important for a healthy diet? There are two reasons and one might surprise you. The first is obvious: green foods are rich in nutrients, especially the antioxidants that help the body to maintain its youth and vitality.



But the second reason often gets overlooked. Greens are vital for removing toxins from the body. And this is a bigger deal than you might realize. Think about it. Our bodies are bombarded with toxins every day, especially here in the twenty-first century. In the air we breathe, the water we drink, and the food we eat, we're exposed to impurities that people never had to worry about before. This is wear and tear enough. Add to it the normal everyday stresses from life itself, and you can readily see why the cleansing goodness of greens is so important to our diets and health. Quite simply, their impact is huge!

### **The Magic behind Greens**

What specifically is it about greens that gives them the unmatched power to cleanse and restore our bodies from toxins? A little something you might remember from high school biology: *chlorophyll*. This is the magical element in green foods. (It's also what makes them green.) It's the chlorophyll itself that bonds to toxins in your body, enabling them to be eliminated via the gastrointestinal system. This is indeed a critical means of avoiding the build-up of toxins in your body. Consider that it's the build-up of toxins that's a primary instigator of disease, as well as aging.

### **The Weight-Loss Connection**

Interestingly, bodily fat attempts to protect the body from toxins, too. This is a little-known reason that losing fat can be so difficult. Collectively, fat cells absorb toxins from the bloodstream for the sake of protecting vital organs. It's a temporary form of self defense. The problem is that when the body needs to later burn this "toxic fat-fuel" for energy, it becomes reluctant to do so because that means toxins would go back into the bloodstream (which would then cause wear and tear on other things in the body). So let green foods fulfill their vital role of removing toxins, making way for fat to be burned as fuel.

Additionally, green foods are very low calorie, and this factor coupled with the nutrient density makes way for satisfying the appetite with fewer calories. Naturally, this enhances the potential for weight loss, which statistically should be a priority for more people than not. Fat reduction: just one more reason for adding more green foods to your diet!

## Keep it Simple

So from a dietary standpoint, think “clean and green.” Introduce more dark green foods into your diet to get your chlorophyll. How about salads? Well, sure. But don’t make the common mistake of fooling yourself into thinking a packaged salad of iceberg lettuce with a couple of wedges of tomato covered with salad dressing is going to do the trick. We’re talking unadulterated dark greens. Keep it simple. Why not go hand to mouth? That’s what I do! Grab a few large leaves of kale or Swiss chard or a couple handfuls of spinach or arugula or any other leafy greens and chow down. You can eat greens just as they are.

Personally, I find greens to be tasty (most certainly don’t taste bad) and see little reason to add anything to them. But if you want to toss a little homemade *healthy* salad dressing into the mix, have at it. Olive oil, lemon juice, sea salt and cayenne. Simple. A tried and true classic. (Please don’t even bother with the packaged salad dressings which are nothing more than unhealthy entertainment. What the heck is Ranch dressing? Ever read the ingredients of those? Junk food! Even the “natural” ones.) And then there’s green sauce! This is one of my favorite recipes we should all be making! The same salad dressing ingredients (olive oil, lemon juice, sea salt and cayenne) into the blender with raw spinach or kale! This tastes amazing and is brilliant as a sauce over other cooked foods or as a dip!

For getting your chlorophyll, slightly steamed greens can be okay, too, so long as the bright green color is still maintained. Greens more heavily cooked still provide minerals which can be excellent, but keep in mind that the chlorophyll becomes compromised. The point needs to be made, though, that when preparing greens, it’s good to mix it up with cooked versus raw every now and again. Raw greens are obviously good for you. And greens like kale, collard greens and chard, are especially nutritious. They contain chlorophyll as well as enzymes and antioxidants. However, in a raw state, these few greens do have a mildly suppressive effect on the thyroid, which controls our metabolism. A weak thyroid seems to be a common theme in our culture (although the main culprit is fried food). Then again, **some people have an overactive thyroid**, so foods that mildly suppress the thyroid’s metabolic function aren’t necessarily all bad. It’s a balance. The bottom line is that it *is* possible to go overboard with these particular green foods for some of us, when consumed raw. **So it’s good from time to time to cook them.** Steam them, boil them, put ‘em in soups. Again, you’ll lose some of the chlorophyll, but you’ll still get the minerals. In fact, when cooked, your body is actually more able to absorb the minerals.

As for how much green foods to have in your daily diet... definitely more than just a small handful of greens on your sandwich. What I feel is a simple and reliable gauge is ‘the massive handful’. This is something with which your instinctive wisdom can play an outstanding role. There is an ancient memory of green foods in our genes since these foods have been in the human diet for tens of thousands of years. So your body knows. Trust your instincts.

## Algae

Even among the healthiest green foods, there’s one group worthy of extra mention. Based on my nutrition research and experience, I rank algae at the top of the ladder of the healthiest foods that have the greatest impact. Interestingly, algae were the very first life on earth—beginning three and a half billion years ago. Essentially, algae are the ancient foundation of our food chain. It’s fascinating that now we are turning back to the very first food on earth for our nutritional support.

There are thousands of different algae, most of which can’t be consumed; however, edible varieties of algae have been in the human diet as far back as recorded history will take us—and all over the world—except for the last few hundred years in the Western world. Only recently have we begun hearing a lot more about the nutritive attributes of algae. Why this recent interest? Because algae have the highest concentration of chlorophyll of any food you can name. This is what makes algae so green!

It's also worth mentioning that algae produce over sixty percent of the oxygen in our atmosphere and are the most powerful photosynthesizers on our planet, capitalizing directly on the energy of the sun more than any other food. Sun plus water and minerals miraculously creates algae—then *poof!*—oxygen, which is among the more important elements of life, wouldn't you say? This magical process happens in the body as well. Algae oxygenate the blood which naturally has a tremendous impact on our energy and overall health, especially in conjunction with the chlorophyll.

## The Trio

Among the thousands of different types of algae, it's Klamath algae, Spirulina, and Chlorella that have the most remarkable health forming qualities. Numerous blind studies have proven the significant nutritive and restorative value of these algae. Here is a brief summary of what makes each of these three algae truly worthy of our attention.

**Klamath Algae is recognized for its extraordinary support of the nervous system.** Klamath Algae metabolizes nitrogen in the body which stimulates the production of more neurotransmitters in the brain. Neurotransmitters are the link, which carry messages from the brain to the body and then from the body back to the brain. The nervous system and brain communicate with everything in the body every second of every day, which defines the value of Klamath algae. In addition, anecdotal reports consistently attribute Klamath algae consumption to increase in mental alertness, short and long term memory retention, and enhanced mood. What's not to like about that?

**Spirulina is among the few richest sources of beta-carotene, which is known to be the most important anti-cancer antioxidant.** An antioxidant is a substance that inhibits the oxidation (breaking down) of molecules, essentially protecting the body from wear and tear by free radicals. It's the wear and tear in the body caused by free radicals that sets off a whole host of health problems, the inevitable one being aging. Another role of beta-carotene is to reverse inflammation. Natural anti-inflammatories are a vital part of disease prevention very simply because strong circulation throughout the body is how organs are nourished and detoxed. Spirulina is also notably high in iron, calcium, zinc, potassium, magnesium, selenium, and phosphorus, all of which play a tremendous role in our overall health and longevity.

**Chlorella truly shines in it's ability to enhance detoxification.** Of all algae, Chlorella is at the very top of the totem pole in terms of chlorophyll content. Along with detoxification, the high chlorophyll content supports oxygenation of our blood and consequent energy production in all cells ( $O_2$  equals life-force). So, naturally, Chlorella enhances physical stamina and energy. Studies have also proven Chlorella reduces blood pressure and lowers cholesterol. Chlorella has even been shown to help increase the intestinal bacteria that are the very foundation of healthy digestion. Interestingly, the causes behind these benefits of Chlorella have not yet been identified, and there are more benefits still being discovered today. Oh, the mysteries of nature!

I truly feel algae can play a significant role in our diet, and I'm confident the world will better understand why these foods are so important in the near future. Bottom line—gram for gram, algae have concentrations of nutrients unmatched by anything else in nature. Naturally, all of the reasons above are part of why I am so partial to the Infinity formulas, of which algae are a big part. Truly. I believe algae are literally the antidote for us overfed, yet undernourished, modern humans. It is worth noting that today, even plant foods that are certified organic do not have the same nutrient content they did just a few decades ago because of the soil depletion from mass agriculture. However, this is not the case for algae! It is the same extraordinary nutrition that it was three and a half billion years ago. I feel that before long, algae will be a much more understood and used food source on a global scale.

And how to introduce algae into your diet? Start by adding it to your smoothies. Already, smoothies should play a key role in your diet if they're made with genuinely healthy ingredients.

To sum it all up, introducing greens into your diet that are high in chlorophyll – whether kale, spinach, or algae – is about much more than just weight loss. You know, it’s interesting how our modern diets focus so heavily on getting the “right” calories and nutrients. But think about it: getting the calories and nutrients *in* is only half the picture. The other half is getting the toxic funk *out!* Removing the wear and tear from your internals makes it well worth the small effort of adding more chlorophyll-rich green foods to your diet. At the end of it all, we are honing a diet to enable our bodies to rejuvenate faster than they break down. That’s the ultimate key for longevity, life-force, and protection from disease. You in?

At your service always,

Billy Merritt

\*\* I receive many questions about why Algae is the primary ingredient in Infinity Greens. As you probably already know, **Infinity Greens is a symphony of 33 different medicinal plant foods**. Among these ingredients, I consider **these three Algae – Klamath Algae, Spirulina and Chlorella – to be the most important**. The nutritive data on these Algae is truly mind-blowing, and I’ve personally witnessed the health transforming benefits of algae during the eight years I worked as a trainer and nutritionist at The Ashram Health Retreat. Even today, algae is utilized as a big part of the program. Algae has dramatically enhanced the health and longevity of many people, and my wish is for you to be included!

Also a fresh batch of Infinity Green Bars. Each Infinity Green Bar contains 4000mg of the Infinity Greens formula! Organic life-force never tasted so good!