



The juice revolution

ZOEY GOTO INTERVIEWS JASON VALE, AKA THE JUICE MASTER



Juicing has established itself as the health trend of the moment. Once considered the domain of glossy celebrities and Californian yogis,

juicing has now firmly entered the mainstream, with John Lewis recently reporting a 130 per cent rise in sales of their home juicer machines.

At the forefront of the British juicing revolution is Jason Vale, aka the Juice Master, who has released seven best-selling books, with three million copies sold worldwide. He is on a mission to see the juicer become as common as the microwave or toaster in the kitchen, and uses his own story to speak about the power of freshly extracted juice.

"It was my own ill health that led me on this juicy journey," he says. "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 was also overweight, suffered terrible hay fever and smoked 40 to 60 cigarettes a day."

Jason took up juicing and managed to lose 25kgs. He also saw his health transform and started to feel better on both the inside and out, inspiring him to spread the word.

Jason now works with athletes, CEOs and celebrities to show them how relatively small

changes in their lifestyle can have instantaneous health benefits. "When you give up processed foods and replace just one meal a day with a freshly made juice, you have changed a third of your diet in one simple step," he says.

Consuming the recommended five-a-day can be a challenge for many. A recent report by the European Food Information Council found that the UK is consuming considerably less fruit and vegetables than our EU neighbours, ranking us 14th place on the health barometer out of 19 countries. If the idea of tucking into a large plate of raw fruit and vegetables on a daily basis is a little hard to stomach, then juicing might provide the answer.

While you may lose the natural fibre that comes with eating whole fruit and vegetables, it is claimed that only 5 per cent of the nutrients are lost in the process. "Every food on the planet has come under some criticism, with the notable exception of fruit and vegetables," says Jason. "These foods nourish every cell in the body, help prevent disease, flush the system of waste and contain more vitamins and minerals than you can settle a plum at!"

As part of his mission to "juice the world", Jason is tackling common misconceptions, such as the role of sugar in fresh juices. "I am currently updating my '7lbs in 7 days' juice diet for the official US launch of the book and I am adding a whole chapter on sugar. Ever since Dr Robert Atkins wrote that all sugars are the same, many people are of the very wrong opinion that the sugar in freshly extracted fruit

and vegetable juices are somehow the same as the sugars you find in a can of soda."

Jason feels that we should use common sense and intuition when thinking about sugars. "If you are addicted to refined sugars and have a massive sugar craving, would an apple cut it for you? No! Why? Because if you haven't heard it already, the sugar in an apple is not the same of the sugar in a donut!" he reasons.

When he is not travelling the world to spread the juicing word, Jason organises cleansing retreats at his Portuguese 'Juicy Oasis'. During the retreat, all solid food is replaced with fresh vegetable and fruit juices, with the intention of giving your body a short break from the hard work of digesting our modern, processed diets. "Once we stop eating these foods and give the body a rest, then it is able to reboot the liver, kidneys, intestines and blood. Every organ in the body gets an overhaul," Jason says.

Alongside introducing daily juicing and regular juice detoxes, Jason also feels that movement is the key to life. "You will never do a walk or a session in the gym and think after 1 really regret that!" he laughs. Next on Jason's agenda is a documentary entitled *Super Juice Me!* due to be released later this year.

If you are seeking motivation to stick to a healthy lifestyle, Jason feels that witnessing the results of juicing can provide this. "Your friends will notice the shine in your skin, your hair, your nails, your eyes, the whole you. It's like adding super unleaded instead of diesel to an unleaded car!" the Juice Master exclaims. →



Ginger shot

$\frac{1}{4}$ apple
3cm piece fresh ginger

.....

Method

Using an electric juicer, juice the apple and ginger. Pour into a shot glass and down in one go!



The recipes

The Fussy Fresh Juice Book by
Jason Vale, RRP £15 Published by
Crown House Publishing



Berry banana crunch



2 apples (Golden Delicious ideally)
2 handfuls mixed berries e.g. blueberries, blackberries, raspberries, strawberries (fresh or frozen)
2 tbsps natural yoghurt (use soya if vegan, or leave out altogether if you prefer and use a whole banana instead)

$\frac{1}{2}$ Fairtrade banana
1 tbsps mixed seeds (they usually come in a mixed bag containing sunflower, pumpkin, sesame and linseed or any variation on this)
1 handful ice cubes

Method

Juice the apples and pour into the blender. Add all the berries, natural yoghurt, banana, seeds and ice and blend for a just a few seconds. Top Tip: if you use frozen berries there is no need to add extra ice to the blender.



Turbo with a kick



2 Golden Delicious apples
 $\frac{1}{2}$ pineapple, medium (depending on your juice, with or without the skin)
1 handful spinach
 $\frac{1}{2}$ lime (peeled)

$\frac{1}{2}$ celery stick
3cm cucumber chunk
1cm ginger chunk
 $\frac{1}{2}$ avocado, medium
Small handful ice cubes

Method

Juice all the ingredients except the avocado and ice. Pour the juice into a blender along with the avocado flesh and ice and blend until smooth.

