

the Food Doctor; whose no-nonsense approach mirrors her own.

There are no extravagant health claims on her juice bottles, simply a list of the organic ingredients. 'We don't even say it will make you feel better. That's for people to see for themselves.' And the juices are named simply to take the mystique away. They are either G (greens) or C (carrot). G1 and C1 are pure vegetable juices, whereas 2 and 3 each contain fruit to add sweetness. The pricing is equally transparent: green drinks cost £4.99 for 250ml; the carrot-based juices are £3.99 for 250ml. And everything is cold-pressed on site, a process which extracts the maximum nutrients and antioxidants from the pulp by pressing it between heavy metal plates. As this method generates no heat (unlike a centrifugal juicer) the juice doesn't oxidise, losing nutrients. Sarah shows me the pulp that's left behind after cold-pressing. Squashed flat, it looks like a piece of bright green baize (and contains about the same amount of moisture!), 'so nothing is wasted'.

When we meet, the bar has been open for five weeks. 'The first two weeks were busy, week three was twice as busy and this week is the strongest yet,' she says. 'The reception has been amazing – and not just from health freaks who buy six bottles at a time. That's not who I want our customers to be. I want them to be ordinary people who work. I want them to see that instead of having four coffees a day, they can have coffee and a juice.' Later this year, she aims to open more stores in other upmarket parts of London. But her real dream is to convert junk-food-fuelled office workers, as she once was, to the joys of juicing. 'I want to go into Amex, Google, the big banks and I want to put fridges in there. We'll deliver juices daily, and the employees can have something healthy.' The days of the office Twix machine are numbered.

## WHY JUICE?

By Rhian Stephenson, nutritionist at Psyche London

- Adding a green juice to your daily regime is one of the fastest ways to transform your health – one of the first things you tend to notice is how much clearer your skin looks. Not only do you get a concentrated, instantly absorbed source of nutrients, but by adding something healthy into your day you are invariably crowding out something less healthy.
- Many people are put off green juices because of their association with cleansing and fasting, but we should embrace the benefits of these nutritional powerhouses. They are packed with vitamins and minerals and are rich in antioxidants. They also contain phytonutrients – natural plant chemicals which help us fight disease and keep the body functioning properly. When you consume vitamins, minerals and phytonutrients as a part of a juice, you are getting natural, 'food state' compounds which enhance each other, rather than an isolated, chemically produced supplement in pill form.
- If you are new to juicing, start with 70 per cent green veg and 30 per cent fruit. As your palate adjusts, increase your ratio of greens. This has a more alkalisating effect on the body, which helps fight inflammation and allows the body to function more efficiently. It's important to avoid too much fruit juice, especially from high-fructose fruits such as pear, mango and grapes. However, fruit doesn't need to be avoided entirely, as our bodies need natural sugars for energy and brain function. Adding an apple to your juice won't make you fat.



## WE JUICED FOR HEALTH



**PLENISH CLEANSE FOUNDER KARA ROSEN** was a stressed-out magazine executive in New York battling recurring infection

when she was advised to take a five-day juice cleanse. Having recovered her health, she moved to the UK, where she found it impossible to source the organic cold-pressed juice cleanses she had come to rely on. So in 2012 she started Plenish. The company uses high pressure processing (HPP), a preserving process using pressure instead of heat; this extends shelf life, making fresh juices viable for supermarkets. Available via Ocado or from [plenishcleanse.com](http://plenishcleanse.com).



**RADIANCE WAS FOUNDED IN 2009** by best friends Christina Agnew and Clare Neill. Christina studied for a BSc in nutritional medicine while working full-time as a City lawyer. Clare was diagnosed with a stomach condition while working for a private equity fund, which sparked her interest in juice cleansing. Their company delivers organic, cold-pressed nutritional fruit and vegetable juice cleanse programmes nationwide across the UK. A three-day Signature Cleanse costs £215; [radiancecleanse.com](http://radiancecleanse.com).



**ADRIANA STOYANOVA**, who is manager of The Juice People bar in London and training

to be a nutritionist, responded swiftly when customers began asking for bespoke juices to treat their health problems. The menu now offers a Headache Hero (broccoli, spinach, cucumber, apple, ginger and lemon), an Eyesight Boost, a Work Out Juice and a Hay Fever Aid Juice, but customers can still choose their own mixtures which are made to order. Juice cleanses are being developed for collection from the store; [juicepeople.co.uk](http://juicepeople.co.uk).



**IRINA BOND, FOUNDER OF PURIFYNE CLEANSE**, lived 50km from the Chernobyl disaster which struck when she was 12. She was exposed to high levels of radiation, which resulted in a dangerously

low red blood cell count. In her late teens she developed chronic IBS. Twelve years ago, when she tried a juice cleanse, the benefits were so astounding that it changed the way she looked at her diet and lifestyle. She eliminated trigger foods such as dairy and white flour; her digestive discomfort eased and eventually disappeared. Now she starts every morning with a glass of warm water, a lemon and a bottle of Purifyne green vegetable juice. Her company delivers cold-pressed juices nationwide; Princess Eugenie and Suki Waterhouse are fans. [purifynecleanse.com](http://purifynecleanse.com). ▼

