



**Media Embargo: Tuesday April 10 2018 (9 AM EST)**

## **Detox Certification Brings New Transparency to Unregulated Multi-Billion Dollar Industry**

A new certification launched by The Detox Project on Tuesday brings a new chance for detox brands, who claim they remove toxic chemicals from the body, to prove themselves to the public.

The detox industry has received a lot of criticism over recent years from consumer groups and some parts of the media for being strong on claims but not strong on reality (1). It is for this reason that The Detox Project has now launched a Gold Standard Detox certification program to help support those detox products and programs that can back up their claims.

The [Gold Standard Detox certification](#) relies on independent third-party clinical trials to make sure that a product or program that claims to detox toxic chemicals from the human body, really does so.

The certification standard includes 4 different stamps that brands can apply for, covering glyphosate (the world's most used herbicide), pesticides, heavy metals and a total detox certification stamp, which shows that a product or program reduces the levels of a full range of ubiquitous toxic chemicals in the body.

The Director of The Detox Project, Henry Rowlands, stated Tuesday that "Our aim is to make sure the Detox industry is fully transparent. We want to give consumers a very clear idea regarding which detox products and programs really work. The Detox Project will for the first time help regulate the multi-billion dollar detox market in the U.S. and globally.

"Once certified, brands do not need to re-certify their products annually, so this one-off certification is certainly worth the price for those brands that really trust their own products or programs.

"On average, the Gold Standard Detox certification process takes 2 weeks if brands have already performed Gold Standard clinical trials that meet our Standard or 3 months if a brand needs to complete clinical testing with our assistance."

The first product to be certified under the Gold Standard Glyphosate Detox program is Purium's [Biome Medic](#). Biome Medic managed to meet the Standard of the certification and

can thus claim without doubt that people who use it can significantly reduce the amount of glyphosate in their body.

David Sandoval, Purium Owner and Formulator of Biome Medic, stated; "I am excited to be joining with The Detox Project to address one of the greatest threats to our health today. Glyphosate toxicity is reaching unprecedented levels in men, women, and children across the world. And while our ultimate goal is to stop its use and remove this harmful chemical from our environment, something had to be done immediately to protect us from its dangers and eliminate it from our bodies.

"Purium is honored to have The Detox Project, the world's leading glyphosate/pesticide research and certification platform, recognize our product, Biome Medic, as the first and only Gold Standard verified solution for removing glyphosate from the gut. Biome Medic is not a drug. It is a 100% natural, effective and affordable nutritional supplement that protects against glyphosate toxicity. Validation from The Detox Project elevates the status of Biome Medic and ultimately allows us to positively impact more lives around the world."

As an added bonus for consumers, if a product is certified under one of the four Gold Standard Detox certifications it also means that the product itself does not contain residues of the toxic chemicals listed under the specific certification's Standard. This is proven through testing at a third-party laboratory using gold standard testing methods during the certification process.

The Detox Project launched the successful [Glyphosate Residue Free](#) certification for food and supplement brands in 2017 and this new Gold Standard Detox certification is also set to take the U.S. market by storm.

"Consumers around the world are now demanding transparency and we aim to provide this for them," Rowlands concluded.

## NOTES:

### (1) Example of Media Attacks on Detox Industry

The Guardian: [You can't detox your body. It's a myth. So how do you get healthy?](#)

MEL Magazine: [Yes, Of Course, Detoxing Is a Scam](#)

Examine: [Detoxes: an undefined scam](#)

CBC: [Detox cleanses may not live up to the hype](#)

## MEDIA CONTACT

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