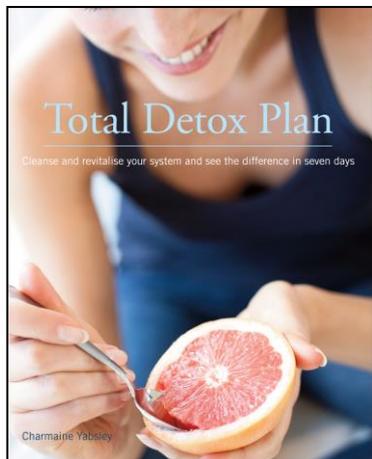


a modern books press release  
**Head-to-toe; inside-and-out; for mind, body and spirit,  
here's the ultimate one-week detox guide**  
BOOK PUBLICATION DATE: 15 MARCH 2015

*"... practical and easy and helpful – a rare combination. It's jam-packed with ways to help your body heal itself."* JANE DRUKER, TOP SANTÉ



## TOTAL DETOX PLAN

**Cleanse and revitalise your system  
and see the difference in seven days**

A new Mindful Living title from Modern Books

by Charmaine Yabsley



ISBN: 978 1 906761 55 4 Paperback 144 pages RRP: £12.99 15 March 2015  
Modern Books is an imprint of Elwin Street Productions [www.elwinstreet.com](http://www.elwinstreet.com)  
Distributed by Pavilion Books /Faber Factory Plus [www.pavilionbooks.com](http://www.pavilionbooks.com)  
Available from all good bookshops and internet booksellers

**Acclaimed health & nutrition author/journalist, Charmaine Yabsley, shares the secrets of her one-day; three-day and seven-day detox plans – deliciously illustrated with glorious photos.**

Having already sold more than 50,000 copies across the globe during the last couple of years, *at last* this remarkable and gorgeous book is now available in the UK & Ireland. Offering straight-forward plans and therapies, *Total Detox Plan* shows readers how to detox and improve their whole health: how to cleanse their bodies, boost their immune systems and enjoy a glowing complexion.

The author's programme consists of ten different detox plans, including a three-day liver detox; a stop-smoking detox; a stress-busting detox; a detox to alleviate allergies; and one-day, three-day and seven-day total cleanses.

The book offers a well-rounded, balanced, sensible approach for anyone who wants to improve their health and reduce their stress levels by cleansing sugar, caffeine, trans-fats, alcohol and/or nicotine from their system. As well as offering a clear understanding of the detox process, the author also demonstrates great empathy with readers – plus suggestions for energising activities and some utterly-yummy detox recipes!

**Media opportunities:** Sample pages and review copies on request • Mouth-watering photos from the book • Extracts/serialisation • Competition prizes/give-aways • Author available for interviews

### **Food for thought: some feature suggestions**

- Detox – is it a myth or can it really help?
- I feel fine so why would I want to detox?
- Are there any detox drinks that taste great?
- My GP says, "If you eat & drink sensibly, take regular exercise and don't smoke – then there's no need for you to detox." Is he right?
- If detox helps to boost the immune system, will it aggravate allergies? (NB: The author recommends specific detox plans for allergies)
- I detox for a few days every month to get over the fun I have the rest of the time! Is this ok?
- I'm so busy and so stressed, I simply don't have time to follow a detox plan even though I think I probably should
- Detox Tip of the Day (one tip per day for seven days)
- Detox beauty-tips
- Detox to relieve stress and anxiety

 modern books

Please see over for further information >>>>



To request review copies or sample pages and to be put in touch with the author, please contact  
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## modern books press release *continued*

Head-to-toe; inside-and-out; for mind, body and spirit, here's the ultimate

**TOTAL DETOX PLAN** by Charmaine Yabsley

BOOK PUBLICATION DATE: 15 MARCH 2015



Despite our very best intentions, we are all guilty of eating and drinking the wrong things from time to time – and with busy, hectic lives and other people depending on us, sometimes we forget to look after ourselves ... however, help is at hand:

**CHARMAINE YABSLEY says**, "Detoxing enables your body to take a rest from processing excess amounts of sugars, fats, alcohol and processed foods which put a strain on our organs ... your body will respond surprisingly quickly with brighter eyes, smoother skin, calmer moods and even a flatter tummy. What's not to like?"

**Charmaine Yabsley's TOTAL DETOX PLAN offers readers everything they need for a fresh start:**

Straight-forward plans and therapies to cleanse the body, boost the immune system, improve digestion, reduce bloating and enjoy a glowing complexion – *plus* great recipes for meals, drinks and home-detox treatments. Coverage includes: • Quick one-day fixes as well as three-day and seven-day total detox regimes • Specific detox plans to cleanse the liver; help with giving-up smoking; alleviate allergies; and reduce stress • Menus and recipes for a cleansing, sustaining diet and accompanying exercise programme • Beauty-boosting body treatments – including home-made facials, creams and foot treatments • Purifying mind and spirit therapies, such as Ayurveda, aromatherapy and flower remedies.

**Chapters include: Detox Basics:** What does detox mean? • Eliminate, exercise, energize • Who needs to detox? • Body basics • Exercise: sweat it out. **Detox Foods:** A non-toxic diet • Herbs and supplements • Detox drinks • Drink recipes. **Detox Plans:** 24-hour detox • 3-day liver detox • 3-day total detox • Stop-smoking detox • 7-day total detox. **Detox Body Treatments:** Beauty boosting plans • Treatments at home • Detox home facial • Sauna/stream treatments. **Mind and Spirit Detox:** Ayurveda • Aromatherapy • Meditation • Flower remedies • Energy work and chakras • Mental detox weekend. **Clinic Treatments:** Spa detox basics • Thalassotherapy • Naturopathic spa program • Homeopathic spa • Detox therapies.



**About the author: Charmaine Yabsley** is an Australian author and journalist specialising in health, nutrition, fitness and beauty. She is the author of several health books, including: *How to Look Good Naked*; *The Happy Plan*; *Naturally Beautiful*; *Miracle Juices*; *The Complete Diet and Lifestyle Plan for Natural Happiness*; and *Natural Beauty Treatments*. Charmaine lived in England for a number of years during which time she was the launch editor for *Healthy* magazine (Holland & Barrett) and for *Allergy* magazine (NHS Choices). She has also worked for *Zest* and *Grazia* and contributes regularly to other leading women's and health magazines both in the UK and Australia. She frequently appears on TV and radio as an expert on various health topics. She is a member of: Journobiz; the Women's Freelancers Group and the Health

Journalists Group. Charmaine, who returned to Australia in 2010, is married and has two little boys. The family live in Currumbin Valley (Queensland) in an ecovillage where they follow a self-sustaining lifestyle.



**About Modern Books – a brand new publishing imprint:** Elwin Street Productions launched their Modern Books imprint to offer illustrated practical titles for mindful living – beautiful books focusing on healthy eating, parenting, active ageing and creativity.

Elwin Street Productions have been in business for ten years as a successful independent co-edition packager with a prestigious international client base. Sales and distribution for Modern Books is managed by Pavilion – and represented in the UK and Ireland by Faber Factory Plus.

The forthcoming Spring 2015 list of Modern Books titles includes *The Vegetarian Year* by Jane Hughes, endorsed by the UK Vegetarian Society; *Total Detox Plan* by Charmaine Yabsley, *100 Ways to Happiness* by Dr Ilona Boniwell and *The Alkaline Cleanse* by Dr Stephan Domenig – the follow up to the best-selling *Alkaline Cure*.

Launching the Modern Books imprint, Silvia Langford, Director of Elwin Street Productions and Publisher at Modern Books said: "With our extensive experience of producing illustrated titles for the international market, Modern Books for mindful living will feature the editorial integrity, high production values and on-trend concepts for which we are already known." **The Modern Books Spring 2015 catalogue is available on request.**



**To request a catalogue, review copies or sample pages and author interviews, please contact**

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