

Interview Series

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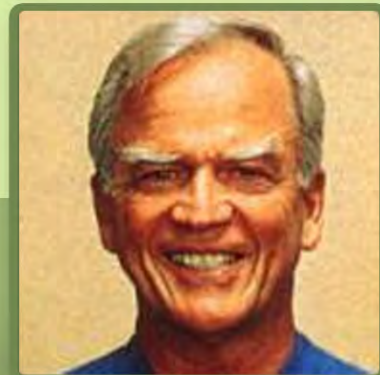
STEVE PRUSSACK INTERVIEW WITH

THE JUICEMAN - (EPISODE 32)

EPISODE AIRED MARCH 26, 2007



STEVE PRUSSACK



THE JUICEMAN

THE JUICEMAN - JAY KORDICH INTERVIEW EPISODE SUMMARY

Jay Kordich is an advocate of health through the consumption of raw foods. He is the creator of the Juiceman and responsible for bringing juicing to America through television, based on sixty years of dedication, and is the direct protege of Dr. Norman W. Walker and Dr. Max Gerson, the doctors who brought the concept of juicing to the world.

In 1948, Jay "The Juiceman" Kordich contracted bladder cancer at twenty-five. A world class athlete and football star at USC, Jay travelled across the United States to New York City to get well by world-renowned medical doctor, Dr. Max Gerson, who helped Jay cure himself of bladder cancer through an all-juice diet . As a result, Jay's life took a drastic turn for the better within only three months.

In 1989, Jay started his national television career, making appearances with his juicer, and by the end of 1990, Jay Kordich and juicing were widely known. His award winning infomercials aired for over thirteen years.

Jay Kordich placed the "Juiceman" name onto his own Juicers, which included the Juiceman, Juiceman II, and Juiceman Jr., which were priced competitively, and made available to consumers through infomercials, catalogs, and retail in the 1980s and 90's.

His book, *The Juiceman's Power of Juicing* reached #1 on the New York Time's Best Seller List, selling over two million copies.

The Juiceman line of juicers are now being distributed by Salton, Inc. and are no longer endorsed by Kordich.

His second book, this time, co-written with his wife, Linda Kordich is entitled: *Live Foods Live Bodies* (complete raw food preparation book).

THE JUICEMAN - JAY KORDICH INTERVIEW with STEVE PRUSSACK

Steve Prussack: OK I'm here with Jay Kordich, better known as the Juiceman, you might remember him from late night TV. Jay, how are we today? Welcome to Raw Vegan Radio.

Jay Kordich: I'm doing great here, I'm working with Dr. Joel Wallach, I'm in a booth, he's selling all his products, CocoGevery and all these supplements and everything else. And I'm not demonstrating the juicer, sorry to say, I wish I were, because that's been taken away from me, but it's all right. I like Dr. Wallach, we've known each other for a long, long time, and it's a privilege to work with him.

Steve Prussack: So the Juiceman juicer is still on the market, but you're not behind that any more?

Jay Kordich: I'm not behind it any more. It's a great juicer, the people that have the juicer now are a big merchandising company, a small appliance company out of Chicago called Salton, and they went to court, and I invented the name Juiceman, that's me, I've been the Juiceman since 1948, you know, and I've even named all my juicers the Juiceman, Juiceman Jr., Juiceman #2, and all the rest of it. And I sold so many millions of them, that they decided to get rid of me and keep the name in their appliance line. So hey, what can I do, you can't fight city hall, these guys are big guys you know, and I'm just a single little guy that went all around the fairs back in the 40s and the 50s and the 60s and the 70s and partially the 80s selling my juice machine, teaching people about juicing, you know, to home shows. And then you saw me on Good Morning America, and all the television talk shows, you know, and Oprah has invited me too. (words cut out) I'd love to have a machine, if I had my juicer, my old juicer here, right on that counter, there would be 200 people in a circle gathered around watching, you know, but I don't have the right to do that any more, legally, right, because it was all --

Steve Prussack: No interest in creating a new one?

Jay Kordich: Yeah, I'm, on the drawing boards I have a brand new juicer going, because now there's a moratorium, and this moratorium means that there's a

time limit, they can't keep me from lecturing all these years, they can't keep me, they've done it, now I'm ready to branch out again. And I'm going to go back to Indonesia and lecture in Indonesia, they're not going to stop me from going to England, I'm going to go to Norway, and you know, I don't know if they have any fruits and vegetables there, but I think they do (laughs). OK. But I want to go to Spain, I want to go to all the countries that I haven't been to for a long, long, long, long time. And this information about what the body's requirements are is desperately needed, especially, you know, I'd love to go, but people couldn't afford, I'd love to go to Africa to teach people about these fruits and vegetables and the power of plants, but I can't do that. I will go to probably Italy, England has already invited me, France has invited me. So I'm going to do things like that, where they have a lot of television exposure, and we can show juices being made and explain the values, explain the properties that are locked inside of these plant wall cells.

See, the plant is the factory of life. Mother earth, they come from mother earth, the roots of plants are down in the earth. And through sunshine and solar energy, they take whatever is in the soil that is, see, you and I cannot take mud, like a mud pie, and swallow it, and absorb the calcium, and the phosphorus, and the zinc, and the potassium and magnesium, we can't, we're not capable to transfer those things into organic life. Only the roots of plants through solar energy with the roots down to the ground can take those nutrients out of the soil and create them into the life force, and the life line. And that's where juicers come in, see? I've taught juicers ever since I had cancer of the bladder. And you take these plants, and you run them through that juicer, your own, you are your own cannery, you become the cannery and run them through there. Just a simple thing like a carrot. Have you ever taken a carrot in your hand and squeezed it with all your might? Not a drop of juice will come out of it, not a drop of juice will come out of it. But there is more juice per volume in a carrot than there is in an orange. It's unbelievable! But you run it through the machine, and the juice of a carrot, remember, is almost identical in structure, molecular structure, as the blood of the human body, it's almost identical, you see. And when you make these foods into juice, then everything then becomes predigested, and the nutrients are through the intestinal wall, through the villi, through the portal vein, into your liver, into your bloodstream, and now there is a deliverance to every one of your 100 trillion cells. That's the message that I've espoused for every one of the years I spent

since I had cancer of the bladder. Not bad, huh?

Steve Prussack: You've inspired so many people. I mean, I remember I read your Juiceman juicing book back in the 80s, I mean it was the first book I read on health, and I've just come so far with it. And I just can't imagine how many people you've touched. So we thank you so much for that. Let's talk a little about that book you've got over there, "Live Food," what is that book about?

Jay Kordich: That's the new one, that's our "Live Foods, Live Bodies." That's a compilation of all my wife's recipes. Take a look, there's a 33-year difference in our ages, she's 33 years younger than I am. And that's a book that's, and you've met my son Jason, now, he's my younger of the two, I've got a son John, and son Jason. And they've lived this life their whole life, and they're both brilliant college students. Jason's going to Occidental right here in kind of Burbank/Eagle Rock area, and John, my older son, two year soldier, he goes to University of California, San Diego, he's a brilliant student there, too. And that book, (oh you see that box with all the things in it, has DVDs, and -- hey Jason, that box, got everything in it, right?)

Jason: Yeah, I think it has the big book, and your small remedies book, two DVDs and 5 audio tapes.

Jay Kordich: This is Jason Kordich, brought up on juice.

Jason: Hi. I'm my dad's son, obviously, because he's my dad. I was raised vegetarian, I'm almost 21 years old, and I'm feeling great, love juicing, love living healthy, and plan on living healthy my whole life.

Steve Prussack: So how do we get hold of some of these products? How can our listeners get hold of your book and some of the DVDs?

Jay Kordich: Well, right now it's go through the CocoGeivity, I would say -- Milan, Milan? This is Milan, this is Steve. How do they get hold of all these terrific products, like our package there, and our book, CocoGeivity and all these other products that we have?

Milan: Sure. There's a company called Wellness Publications, the toll-free number is 1-800-755-4656, in San Diego, California, just call us from 8 to 5 Monday through Friday.

Steve Prussack: And is there anything up on the Juiceman website?

Jay Kordich: Well we used to have it, yeah, but Dr. Joel Wallach and Milan, his wife, are handling everything for us now, so I could go out back on the road and go to every city again, and even go to Europe, and even go to Asia, and start demonstrating. And I want to open up the market down in South America, too, I haven't done that yet, you know? So they handle everything, they warehouse everything, and they ship everything. This book, have you looked at the book yet, have you seen the book?

Steve Prussack: I saw it in the bookstore, yes. Love it.

Jay Kordich: Jason, take a look at that book, hand me that book.

Steve Prussack: It's beautiful, full color.

Jay Kordich: Yeah, see the different chapters? Now there's my wife, what a picture, huh? It's the beauty and the beast (laughs). But take a look at these colors. Every chapter has a different color to it, and see that? This is all my, almost 60 years of lecturing around the country. Can you believe? Here I am almost 85. Can you believe I've been doing this for 60 years? Teaching people, all the medical conventions and everything else. But look at this, there's my wife and I, you know, the power of living foods. This book is already in several different languages.

Steve Prussack: And this book is available in bookstores throughout the United States?

Jay Kordich: Well we haven't given it to too many, we've given it to a few bookstores only, up to now.

Steve Prussack: I think I saw it in Barnes and Noble, or Borders maybe.

Jay Kordich: Maybe Borders or Barnes and Noble, I think Linda gave a few books to them, a few thousand books went to them. But we've really, and I'm not saying we restricted, but we haven't passionately gone after the trade, you know, we've more or less kept this for Dr. Joel Wallach, and a little bit of TV that I do. I'll be on Good Morning America with Matt Lauer and Katie Couric soon again, because Matt's an old friend of mine, and I want to show this book on Good Morning America. And I'll be talking to them very shortly.

Steve Prussack: I see in the book you really talk about the enzymes and the power of living foods. Can you touch on that a little bit?

Jay Kordich: Well without enzymes, everything is powerless, everything is dead. Enzymes are chemical catalysts, they speed up and slow down chemical reactions. Without enzymes, nothing is alive, everything is dead. Enzymes are your spark of life. So you've got to go for that, you know, that's where the juices come in, I think, and eat your salads, eat your fruit, that's what I do. I'm really, you met my son Jason, my younger son, I'm really, I'm not total fruitarian, because I do eat salads, but I'm a raw foodist, let's put it that way. Anything cooked has been altered, and anything that's altered is devastating to your nervous system and your digestive system, and the pancreas won't accept things that are dead, because it will just create dead cells. Stay with live foods, it's so simple! Eat your salads, eat your fruits, having your oranges, have your nectarines, eat slices of watermelon. Try to buy organic, of course, means there's no chemicals in the soil to speed up the growth rate, and there's not pesticides or anything like that. Try to buy organic. There's enough health food stores that have opened up organic produce departments now, which I love. And I happen to think, you know, I had something to do with that.

Steve Prussack: Oh yeah.

Jay Kordich: I had something to do that changed the mental attitude of people, to teach them a little bit. But take a look at these recipes. Our basic soba noodle salad. These are Linda, my wife's. There's a basic living pie.

Steve Prussack: And is she eating raw too?

Jay Kordich: She's raw, totally, yeah. Basic fruit salad and dressing, oh yeah, our basic oatmeal which we had this morning. You know, after the show we went all the way down to San Diego where we live, we went to bed late at night, and mom made oatmeal for us, Jason and I drove back up here to do this health show. Here's seaweed spinach salad, look at some of those recipes she has, healthy protein salad. And then all my recipes on juicing, homemade hummus, and tofu tarragon tomato, things that nobody's every read before. These are absolutely instrumental recipes. Look at this, Jay's sweet longevity juice, enzyme-rich extravaganza. All these recipes, I mean, let's put one word to use here, different than anybody else. It's beautifully done. And this is not my doing, because I'm not a book writer, I don't know how to do all these pages in color and everything else. But look at these recipes.

Steve Prussack: So how did you get into health to begin with?

Jay Kordich: Well, I was a football player, played a lot of football, played for junior college, high school at San Pedro High School, and marine league, and we won the championship for the state. And I was a meat eater. I mean hot dogs every day, hamburgers every day, what did I know. And at USC, I had all the medical classes, cut up cadavers and human anatomy and all that. But I didn't pay attention. I didn't think that applicable. I didn't think that referred to me at all. So I kept on eating. And then of course in the service you're eating all kinds of meat, rump roast, and prime ribs, and bacon and eggs in the morning, I mean, the Navy, you know, the second world war was on, so I said hey, I'm going to eat what they give me, you know, they have oatmeal too. But I never paid attention. See, I never thought an athlete as good as myself, I was a 9.7, 9.8 sprinter for the 100, you know, I never thought that I would age, I never thought that age was going to get me too, because I'm kind of healthy, I'm an athlete, I can do 100 pushups on my fingertips, you know, I was a sprinter.

But when it hit me between the eyes, and I became cognizant of what animal products did to me, my liver, my bladder, I had a tumor as big as a dime, maybe as big as a nickel, in my urinary bladder. And I remember my medical classes at USC, human anatomy classes. I met a doctor there, an old-time guy, he was in his 80s then, real bushy hair, wild guy, rode a motorcycle around Tommy Trojan,

the campus, you know. And Dr. Baldwin was the head of the medical department. And he said, "Jay, go see Dr. Max Gerson in New York City. He was Dr. Albert Schweitzer's personal physician, and he set up a practice in New York City for people that had cancer. And your tumor is cancer."

So I went to see him, he put me on a juice diet, and that was 1948. And in 1949 and 1950, I became a juicer disciple. I went around the country, little teeny home shows, little teeny fairs, Barion Springs, Michigan, Golden, Colorado, gee whillikers, I went all over, little teeny, New Mexico, Santa Fe, New Mexico, little teeny places, and set up a booth at a home show, or a fair, and start making juices, and giving little souffle cups worth of juice away to people. And people would come by, and drink a little carrot-apple juice, because that's my favorite, that's a drink that I drank, that Gerson put me on when I had cancer of the bladder. So then I'd make the exotic drinks, like my Christmas cocktail of grapes with a lemon slice and apple, and all that stuff.

And before you know it, I decided this message is so profound I've got to do it on television. And then when I was in Chicago demonstrating at Nature's Health Food Center in Chicago, I've had somebody that had a TV program and says, "Jay, you come on my TV show here, I'd love to have you on." So that was the first time I went on a TV show, was in Chicago. And then when I went to San Antonio, Texas, I did TV there, Houston, Texas, and I did TV there. I worked at Shillato's department store in Cincinnati, Jordan Marsh in Boston, Marshall Fields in Chicago, all these department stores start bringing me in their houseware shows, and I'd be going on, and some of them brought me on television for the local talk shows. And don't forget, this was back in the late 40s and early 50s. And it was really something that was surprising to me to see the phone call switch board just go crazy, just go absolutely crazy. People would call in from all over, they'd want to know, they'd want to find out. You going to bring the juice guy on again, you know. So then everybody forgot my regular name, Jay Kordich. So I became the Juiceman.

Steve Prussack: I mean, I had to ask you, is it Kordich, because I knew you more as Juiceman.

Jay Kordich: That's right, really, truly. Then the name stuck. You know, I said

hey, Juiceman sounds pretty good to me, so I just kept going around. And then I decided, you know, I can meet a lot of people, I do it on television, talk shows, I can meet a lot of people at fairs and home shows. So I went from fair, to fair, to fair, to fair, teaching people, giving samples away. And the thing that really warmed my heart was to see people take little samples in a little souffle cup, take a little sample of carrot juice, and say that's good, they never had it before. The pineapple juice, and pineapple orange, and grapes, a lemon slice and apple, my Christmas cocktail, all those drinks were tasty. But for someone to drink carrot and spinach for constipation, for someone to drink cabbage juice to heal a stomach ulcer, that's not so tasty, you know?

And then I was invited early on, after I became the Juiceman, I was invited to come to Stanford to teach their medical doctors how to make juices, because they were treating, Dr. Garnett Cheney was treating people, prisoners on Alcatraz island that had stomach ulcers. I guess when you're incarcerated, and you're hold up in a little teeny cage, you can't go out, you don't see you're loved ones, you only get a little bit of time to maybe go exercise for a half hour twice a day or something like that, and you're in a cage, you go crazy. Then all the brooding starts, loss of your family, loss of your life, loss of your job. You've got kids out there, you've got a wife out there, and you start to, and you're all by yourself, you're not with a bunch of guys, you only meet once in awhile in the mess hall, And boy oh boy, you start to seethe inside, and the body gets morbid, and all these things start happening to you. And ulcers can develop very, heart attacks, worry, anxiety, stress, can cause everything to happen to the human body. But one of the first keys of stress is a stomach ulcer.

And so I went to Alcatraz island and showed people how to make cabbage juice, freshly made cabbages. And every single prisoner that was incarcerated started drinking that cabbage juice, and every single one of them, their stomach ulcers disappeared, because of a substance in freshly made cabbage that is called acid glutamine, that heals stomach ulcers. And now that's all documented. See, so I feel I was kind of responsible, I don't like to take the credit for it totally because there were medical doctors behind that, I'm not going to take the credit for it. But I'll tell you what, I was happy to be the guy making the juices for them. And it was really enlightening to me. Now don't forget, that was way back in, what? '48, '49, '50? Yeah, so that's a long time ago. I was just beginning with juices. I was

fighting my own demons with cancer of the urinary bladder, I passed blood into my shorts, and the minute I went on juices, I would say within 10 days to two weeks, no more bleeding of the urinary bladder, no more passing blood. Just by drinking juices. So that convinced me. Even though I had medical classes, even though I cut up cadavers, even though I was in medical school at USC, I couldn't focus on the power of these plants, I didn't think these, I'm not saying I didn't believe, but now it happened to me first hand. When Dr. Gerson put me on the juices, I didn't know if it was going to do the trick or not, but it did. And because of that, I knew. And I read all the books on it, I read Dr. Walker's book, all the different diseases, all the juice combinations to treat these different diseases and make them go away. You know, oh yeah, oh yeah, that'll work, uh-huh. But I didn't have it first hand. Now when I saw that tumor shrink and disappear in my urinary bladder. By the way, even to this day, if I go out and have a couple beers, I'll get a very tender spot, and I won't be able to hold my urine at all, right in my urinary bladder, because of the past scar tissue or whatever it is that I have. So here I am living my juices, in my seminars, in my talk shows, and when I give lectures.

The first thing the juices do when you make them fresh, now I'm not talking about them in a can or a bottle, that's all been sterilized, every enzyme is gone, they have to sterilize, have to run it through a cooker to kill the enzymes to give that can or bottle shelf life. OK. But the thing about it is, the first thing these juices do, they're pre-digested, of course, the first thing they do is penetrate through the intestinal wall, through the portal vein, into your liver. The liver keeps what it needs, sends the rest of it to your blood stream, and the first place that these juices reach is your brain, and they start to purify the brain and rebuild the capillaries and blood vessels and the nodes in there. Now this is the way you know, you start to think better, you start to feel better, you know. And then it reaches every cell of your body, of course, that's the way you're fed, through the juices of food after the body has digested. But there's no taxing on the body, now. You're giving the body the juices that it needs predigested.

So that's what I love about juicing. And once I had that cancer, 1948, and started drinking the juices on a regular basis, I have never stopped, every day of my life. And I've never had, there's not a day, when we get home tonight after doing this show here, my son and I are going to go home, we're going to make juices. And I know, I've got them both imbued in their minds, and they feel it, and their health,

both of my sons are active juice-a-holics, let's put it that way, they make their own juices. And that's to me, I can leave this earth knowing that both of my sons are carrying on, for their own life, what I taught them.

Steve Prussack: Now, were you using the Norwalk when you were on the Gerson protocol?

Jay Kordich: When I first started I was using a Norwalk, and I happened to get one, somebody gave me one for a real cheap price, an old, old Norwalk, somebody gave me one for \$200. And you know, they're like 2000 something dollars, the big presses, you know. So somebody gave me one in pretty good shape, not perfect, but pretty good shape, good enough, for \$200 in those days, and that's what I started with. But then I said, you know, people cannot afford \$2000, or \$2500, whatever they cost now. So I'm going to make a very simplistic juicer, and instead of using the centrifuges, where the pulp stays against the basket when you drop them through there and it makes the juice, and it collects against or makes a thick wall, something like a spin dryer cycle of a washing machine. So I knew there was a better way, because people would get fed up doing that, because you have to make one glass of juice, and have to stop and dig all the pulp with your fingernails. And then we made a little filter strip that fit inside, then you have to pick up the filter strip and scrape the pulp off that. And I knew they wouldn't buy that, I mean they'd use it for awhile, and maybe not use it after awhile.

And this is something that's imperative on a daily basis, if you want to stay youthful in your 80s, your 90s, and maybe even into the 100s. Like my father, my father lived to be 104 years old, and I started giving him juice when he was in his 50s, and my mom lived to be 98. Now, how do you attribute them living such a long, healthy life, never been sick till the day it was to die, leave this earth, which we all have to do someday, it's going to come and strike all of us, how come they lived to such a ripe old age with clarity, when all their brothers and sisters died in their 50s and 60s? How come? What was the difference? Maybe juicing, uh? Maybe taking all these fruits and vegetables and converting them to juice for immediate transportation to all the cells of the body? Amazing. See, that's what made me a believer.

Then the people that said, "Jay, until I met you I had hemorrhaging ulcers, until

I met you I couldn't hold my urine, my kidneys were bad, my bladder was bad, I had problems moving the bowels, I had skin trouble." And people would come and shake me, I've had people hug me and say, "Jay, you saved my life!" that I haven't seen for 15 or 20 years, they bought a juicer from me in a department store, or maybe at a fair or a home show. And that's really, in essence, better than becoming a millionaire. And I'm already that, you know. I never did this message and spread the word for the sake of money, that never entered my mind. You don't know how many times I've slept in a car, my pick-up truck, with a camper shell, just going to city, to city, to city, back in the midwest years ago, and doing a little county fair, or a home show, or a little health store, or doing a church meeting, or something like that. And maybe not selling any machines, and getting by by the skin of my teeth, the seat of my pants, just traveling, city to city to city to city. And finding out, maybe I could work in that health store, maybe I could work in that hospital. I've worked in hospitals. I'm one of the biggies with Dr. Westerdahl and everybody back in Kailua, in the Hawaiian islands, I love the people there, right in their hospital, and they hand all their patients to me and everything else, and I make juices for them and teach them. It's been a couple years, but I want to go back there.

So I love people, I just dedicated my life to teaching people about juicing, why a juicer. In fact, one of my old slogans, but I don't want to hurt an industry, listen, when you become ill, I'm going to tell it to you too, throw you're pots and pans away. Heat kills. Heat destroys the enzymes. Don't think of just mineral and vitamins. If food is alive, if food could do the healing, they have to have enzymes, and enzymes are destroyed by the time you reach between 118 to 122 degrees Fahrenheit, that's not even boiling yet, you've killed the food factors. You've killed the enzymes once you heat. Heat kills. It doesn't kill all the minerals and the vitamins, but it alters them, puts them in altered states, and they're no longer synergistic, they're not any longer woven together in a certain pattern that is going to build live cells. And that's the name of my book, "Live Foods, Live Bodies."

Steve Prussack: Do you think we can eat any cooked food, or do you recommend a 100% raw food diet?

Jay Kordich: Well, what I do, I tell people if you're going to bring in some cooked

food, you need the enzymes with it, the enzyme factor is destroyed, lost, when you cook your food or steam your food. So I tell people if you like something that is cooked or prepared, it's dead now, you still have some minerals and vitamins and stuff, but the enzymes are the key, if the enzymes are there the totality of life is there. So make a glass of juice, take a mouthful or two or bite or two of some of your cooked food, then take a sip of your carrot-apple juice, or carrot-spinach-celery-parsley, sip, little sip, that will bring the enzymes back in that you destroyed by heating that cooked food. Isn't it something? It's a simple procedure. And you will now make that dead food, which is cooked food, cooked food is dead food, you'll now make it alive, that's the way to live by. So it's a simple procedure. Just get a juicer, you don't have to buy mine, mine's the best in the world but you don't have to buy it, just get going.

And there's nothing that we take in our body, you met my son that's going to Occidental, I've got another son going to University of California, San Diego, he's a senior, top student, a bigger guy, he's really big, he's about 6 foot 4, and I let him get real fat. He was eating all the things that everybody eats, the hamburgers, and the french fries and everything else for awhile. Then all of a sudden, I was never dogmatic, never forceful, and he says, "Dad, you're right, look at how much weight I have." And he was in his 280 pounds, 290, big. Now he's down, he's 6' 4", now he's down to about, oh, 200, 205, maybe in that vicinity. Total raw foodist, total natural foodist. Juicing, salads, fresh fruit, I mean, I let him see for himself. Now Jason never did that route, he was from scratch making juices, my younger son here that you're meeting. So, but John learned by experience, he experienced it, he saw what happened to him. But it's a simple thing to be healthy. It's so simple. Now we're not forever, we can't live forever and ever. I'd like to, I mean I'd like to live to be 747 years old, and then I'd like to extend it to 1000 years. But it's not going to happen. So we know that if we want to be healthy, we should bring in the foods that make us healthy. We should bring the foods in, because we have to eat, we have to bring something in, you have to have fiber, you don't just live on juices. Now when you are on a cancer fast like I was, carrot and apple juice, that was under fast. Then I had Lugol, I had shots in my side in my hip to bring the Lugol to clear the liver out and everything else.

Steve Prussack: Do you do any juice fasting? And when was the last time you did a juice fast?

Jay Kordich: Well the last time I did juice fasting was probably about four-and-a-half, five years ago. I think we ought to go, every seven years your whole body changes. Some tissues are the same, sinews, and some muscles, and some groups of your body, but basically your 100 trillion cells are no longer, within three or four months, they say, almost 90% of our body makes a complete change. So there is, that's why they say it's a seven-year period, seven years, seven years, seven years, you're a new person. Four-score and seven years, whatever. So you should really do a cleanse once in awhile, every three or four years.

Now if you're a diabetic, if you have big heavy duty health problems, then maybe you should not, unless under a nutritionist's guidance, I'm not saying a doctor, but a nutritionist, somebody that knows that, somebody that knows about the human body and what it can take and what it can't take. So I think enemas are apropos for certain conditions, high colonics, and I think things like that. So I know a lot of medical doctors, I know a lot of naturopaths, I know a lot of natural food practitioners, a lot of them around the country, and they espouse, if the body is fairly healthy, to clean the colon out. The colon is where the morbidity sets in, the fecal matter that causes a lot of toxins and poisons and all that, but that's another subject. So let's not get morbid (laughs).

But bring in the juices in your body, you can become a new, reinvigorated person. And I don't care if you are in your 70s, or the 80s like I am, you can change very easily, you can purify the bloodstream, which is a key, you can purify the liver. It's not that hard to do.

Some great books, Dr. Walker's book, my mentor, "Raw Fruit and Vegetable Juices." Paavo Airola put out a good book. Adelle Davis used to have some good books. Gaylord Hauser, one of the old people that I used to lecture with, put out some good books. So there are some really good books out there. Michael Murray put out a good book, he's up in Seattle, he put out a good book. And there's some good books on fasting, there's good books on clearing the body out. So there are excellent books, just go to a health food store and find them. Bookstores carry them too, not all of them, not all the books that I would prefer.

But you can change. And how do you change? Well, your body won't change

by what you read, your body won't change by what you hear, it won't change by what you smell, it won't change by what you see. It's only going to change by what you do for it, and I've got to put it to you this way, maybe, in signing off with you. Our mouths, I always say this, our mouths are real dumb, really dumb, as soon as you bring something to it, no matter what, it'll open up and it'll accept it. You want to put a candy bar in there, you want to put a bottle of beer in there, it'll open up, it'll swig it down, it'll take white bread bleached with chlorine dioxide, it'll do anything you want to. You want to put a steak in there, which is a carcass of an animal with blood and urea and uric acid, it'll take it, just try it, go ahead, bring it right to your lips, you watch your mouth open up and you can put it right in there, take the fork out and leave that food in there, chew it up and swallow it. But that's what you're going to be made of. You want to be made of a carcass of an animal? Or you want to take the plant, and the structures and the liquids of the plant that the animal ate, that the farmer gave that animal, beef and everything else, the shorts and the midlands, the grains, the hay, the grass that the steer munched on. That's the way to do it. Do what the animal did. They took plant life, and they transferred that plant life, the nutrients out of it, into the blood stream, and built those beautiful bodies, healthy bodies, without cancer. Until they start putting steroids, and stilbestrol, and growth enhances in the animal feed, just to bulk them up so they can make more money at the butcher shop and butcher market. So beware, if you want to be fair to you and your loved ones, beware. Live foods, live bodies. I can't say more than that. You cook it, anything cooked is altered. So beware. Be fair to your family and your loved ones. Bring in food that really makes a difference. OK?

Steve Prussack: Beautiful. Thank you, Jay, you're one of the pioneers, I mean, I can't thank you enough for joining us on Raw Vegan Radio, we've wanted you for the last two years. So thank you so much for joining us.

Jay Kordich: Listen, it's my pleasure to be with you guys. And any time you need me, as I travel around, just walk up behind me, tap me on the shoulder, "We're here!" (laughs). OK?

Steve Prussack: (laughs) Thank you so much.

Jay Kordich: You're welcome.