

STOP THE SHAME: Why You Don't Need a New Year's Detox (And What To Do Instead)

THE DETOX DELUSION: THE SCAM THAT STARTS WITH SHAME

Every January 1st, the same cycle of shame begins. The diet and wellness industries, fueled by post-holiday guilt, flood your feed with messages:

You must be disciplined. You must be pure. You must "cleanse" to fix the "damage" you did over the holidays.



And of course, the desire to live a "clean," ethical, and sustainable life that honors both your body and the planet is rooted in a deeply valid concern.

Every day, we are exposed to pollution, microplastics, chemical additives, and environmental toxins that were "green-flagged" by a system that consistently prioritizes profit over people. When you look at the world around you and feel the urge to protect yourself, you aren't being "paranoid." You are responding to a reality where the guardrails have been removed.

But there is a trap waiting for you.

The wellness industry knows you are concerned. They know you are looking for safety. And they have a \$4 trillion market built on a singular, dangerous deception: **That you can buy your way out of the shame.**

This manufactured urgency isn't about health; it's about **profit fueled by insecurity.**

The weight loss and detox industries are two sides of the same toxic coin, promoting **disordered eating patterns** and body shame under the guise of starting "fresh" or being "clean."

THE MYTH OF ABSOLUTE CONTROL

When we're feeling afraid, our natural survival instinct is to seize control of whatever remains. We start small—filtering our water, growing a garden—but for many, this evolves into a hyper-vigilance that is itself a form of toxicity.

There is a powerful temptation to believe that if we can just control every single molecule that enters our home, every ingredient in our soap, and every gram of sugar in our diet, we will be safe. But this need for absolute control is a mirage.

When your "wellness" practice turns into a constant state of scanning for threats, your nervous system is trapped in a permanent fight-or-flight response. The cortisol and chronic stress generated by the obsession with purity can be just as damaging to your long-term health as the environmental factors you're trying to avoid.

True health cannot flourish in a state of terror. We have to learn to acknowledge the risk without letting the pursuit of control become our primary source of anxiety.



YOUR BODY IS NOT FULL OF POISONS

The "cleanse" and "detox" narratives rely on a shame-based model. They want you to believe that your body is inherently "dirty" or "clogged."

But your body is not a passive vessel for toxins. It is a brilliant, resilient system of elimination. Your liver, kidneys, bowels, lungs, skin, and lymph are working 24/7 to process the world around you.

As long as these systems are not injured or diseased, they are working constantly to make sure your body is not full of poisons. The need to filter metabolic waste is an expected, normal part of being human.

Yes, our modern world presents new substances that need to be eliminated, but even our ancestors—who ate, drank, and breathed “cleaner”—still produced waste. **Metabolic waste is a normal part of human design. There is no level of "purity" that can avoid it.**

When we focus on aggressive "purges," we are often stressing the very organs that are trying to protect us. We don't need to clean the body; we need to support it. And support doesn't come from a boxed kit—it comes from knowledge.

WHAT THEY ARE SELLING (AND HIDING)

You've probably seen the videos: wellness influencers insisting you are "full of poisons" and sharing horrifying images of what they claim are parasites passed during a "cleansing."

But here's the truth you must notice: they are always selling the very product they claim you need to save you. They are selling a quick fix to the fear they just manufactured.

BEST-CASE SCENARIO (THE WASTE OF MONEY)

Perhaps the products they're selling use herbs similar to the gentle allies we discuss here (like Dandelion or Nettle). The good news is: you can make your own preparations that are much safer and more affordable.

The bad news is, the supplement industry is loosely regulated. There's no way of knowing if those expensive commercial supplements actually contain what they claim to, or if they are contaminated. When tested, many are found to contain little, if any, of the herbs advertised.

WORST-CASE SCENARIO (THE DANGER)

Many of these products are "cleansing" by aggressively purging your system, causing such an extreme gut reaction that what is actually being passed is mucus, partially digested food, and potentially even intestinal lining.

Skeptic's Note: Notice the "parasite" examples they give aren't actually tested. Intestinal parasite infections are genuinely rare in the U.S. and, if present, are often microscopic. The ropery excrement they show is usually not worms—it is most often either undigested food, their own digestive tract lining, or congealed mucous all caused by the aggressive product itself.



Stinging Nettle *Urtica dioica*

THE COMPETENCE SOLUTION VS. THE CONSUMER SOLUTION

If the "Consumer Solution" is to buy a new supplement for every environmental stressor, the **Competence Solution** is to build a foundational practice of *agency*.

Systemic failure demands systemic change, mutual aid, and activism that protects consumers from products that are potentially dangerous. But until that change arrives, your best defense isn't a premium subscription to a wellness brand—it's the knowledge of how to use the "unsexy" medicine available to everyone.

- **It's about nourishment, not removal.** Instead of a restrictive diet, we look to mineral-rich allies like **Nettle** to feed our systems.
- **It's about consistency, not intensity.** A daily infusion of **Dandelion** root supports the liver more effectively than a once-a-year "flush."
- **It's about reduced reliance.** When you know how to formulate a remedy from your own garden or local bulk shop, you stop being a customer of a broken system and start being a practitioner of your own health security.



Chickweed *Stellaria media*

RECLAIMING THE GOAL

We are not striving for a "perfect" or "pure" body in an imperfect world. That is a goal designed to make you fail—and keep you buying.

Our goal is **Resilience**. We want to build bodies and communities that are strong enough to navigate the world as it is, while we work together to build the world as it should be. We stop the shame, we stop the individual "detox" cycle, and we start building the agency that no affiliate discount code can give us.

TRANSFORM YOUR PRACTICE: FROM BAND-AID TO RESILIENCE

We love herbs that give immediate relief (Chamomile for indigestion, Valerian for sleep), but relying solely on immediate responses risks treating herbs as natural "band-aids" the same way many pharmaceuticals are used—addressing the symptom, not the cause.

The deeper wisdom lies in comprehending herbal actions. In the next lesson, we'll dive into working with **accessible** herbs instead of exclusive, expensive supplements.

If you're tired of chasing fleeting symptoms and ready to understand exactly how to grow, harvest, and incorporate powerful, foundational herbs into your life:

JOIN ME IN THE 2026 SEASONAL HERBAL INTENSIVE!

We move beyond surface-level knowledge ("what herb is good for what") and do a deep dive into the art, science, and craft of herbalism.

Let's put those vague screenshots to rest and build genuine, long-term resilience.

The waitlist for the 2026 Seasonal Herbal Intensive is open, and you're invited to join it! Take the Herbal Student Roadmap Quiz and I'll send you high value weekly herbal content that I think you'll love— then you'll get early & discounted access to the intensive when it finally launches!

I'll see you in the next lesson!

-Jovie



Red Clover *Trifolium pratense*