

# JUICE.

..... LONI JEFFS .....

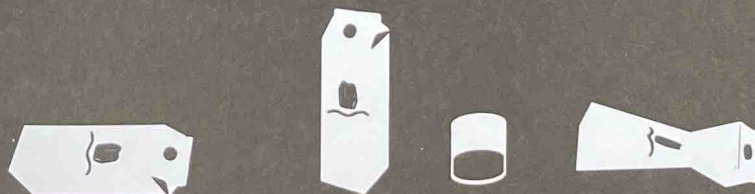
liquids are adored for their unique capacity to solve ailments  
social anxiety (alcohol) fatigue (coffee) urinary tract infection  
(cranberry juice) flu (orange juice) unwholesomeness (kombucha)  
self-loathing (green juice) the instantaneity of the liquid  
state and a century old health-halo make juice the capitalist  
dream product

we are in indonesia when my best friend commits herself  
to a juice detox that is strictly three serves of juice daily  
takeaway cups aren't a thing so when she asks for a juice to  
go it comes out in a small plastic bag knotted a straw inserted  
through the transparent skin

sitting opposite me at restaurant tables she sips from her  
fruit pouch in secret it is the wet season the air is thick stuffy  
she orders her three meal replacements each morning keeps  
them nestled in the bottom of her tote bag

she is a tall blond vegan covergirl for the rampant thinspo  
community of early 2010s instagram

juice promises the drinker everything health vitality energy  
hydration happiness rapid-vitamin-intake five maybe more  
essential serves in a tiny plastic bottle fitting ergonomically  
in the drinker's palm tasty *and* good for you convenient *and*  
cool the promise of juice is an instant transformation a fast  
track to *best self*



my cousin's new girlfriend shows me the juice laboratory in her closet to quit smoking she takes up vaping she pulls the litre bottle of nicotine from a shelf in her fridge raises it to the sky like a trophy as i leave she places a bottle of home-made blue-raspberry vape juice in the palm of my hand whispers *I can make you any juice you want*

juice culture is one of extremism an ever-evolving practice of restriction consume only the foods that can be first consumed by the juicer itself pulsed squeezed shredded in the 1930s norman walker invents the first juicing machine and immediately names it after himself

*The Norwalk™*

on the weekends i take out my tiny bottle of liquid nicotine and an equally tiny juul a pocket vape monolith go to average raves stay out until breakfast come home leave for work hair washed glistening with moisturiser carrying a smoothie bowl in a glass jar a mint tin full of medicinal speed and a recent conversion to veganism

there are many poster girls for impossible wellness their names are gwyneth jennifer kim reece miranda influential accounts on social media promoting a popular morning smoothie with an rrp of 300 usd or alternately a diet of only lemon juice cayenne pepper and maple syrup

their style of glowing middle-aged middle-parted faces are plastered all over mega online platform GOOP™ this is also where a medical guru named @medicalmedium (anthony william coviello) continues his life's work practicing medicine (unlicensed) and evangelising celery juice

the medium is connected (in business with) a spirit from the future who says sixteen ounces of celery juice taken each morning on an empty stomach is the cure for present day chronic and mystery illnesses @medicalmedium heralds his badge *leader of the celery juice movement* trailing him are millions of women cradling bunches of celery or with a glass jar pressed

to a smiling cheek this kind of medicine is not meant to make sense to those of us living in the present it is wellness made of the future

in the 1950s norman walker the father of juicing (and of selling juicers) disappears with the tuition fees of more than 30 students to whom he makes the promise of employment at the ortho-dietetics institution he directs (also unlicensed)

when fruit goes through a juicer the mechanical blades obliterate the insoluble fibre a component essential to fruit's angelic health star rating

when juul enters the nicotine market it is in the hands of celebrities the flavours are fruity taste good the device is cute convenient selena katy are immortalised as poster party girls snapped by paparazzi making out in clubs tiny vape in palm

sophie turner cries on the set of x-men because somebody takes away her juul

i read articles about american teens vaping so hard they collapse have strokes simultaneously a james dean look alike tells me these stories are propaganda from melania trump a washington post article declares juice the gateway beverage alternate reports say norman walker (father of juicers) reaches the phenomenal ages of (variously) 109 113 116 118 and even 119 2019 kevin burns ceo of juul laboratories steps down amid an epidemic of deaths and mystery lung illnesses caused by juuling conveniently he leaves (runs away) before any class action is mounted in dark corners of clubs I take double hits of my juul committed to the e-cig for its raspberry (sometimes watermelon) juice like a smoothie bowl like a beetroot juice it is sold to me as an affordable accessory to my personality

in their own dark corners of ambiguity and successful product placement norman walker @medicalmedium and kevin burns remain immortal celebrated blameless the candymen of fruit juice

