

The Five Soft Drink MONSTERS



How to
finally kick the
soft drink habit
for good

BY MIKE ADAMS

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The Health Ranger



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Why Kick the Soft Drink Habit Anyway?

Kicking the soft drink habit is a critical step for achieving lasting health and weight loss for everyone, regardless of what kind of diet they pursue. In addition to the well-known health consequences of consuming soft drinks such as obesity and diabetes that result from excessive consumption of empty calories and refined carbohydrates such as high fructose corn syrup found in soft drinks, there are many other health consequences associated with frequent consumption of soft drinks.

And shifting to diet soft drinks isn't enough. Avoiding the refined sugars found in regular soft drinks by turning to diet soft drinks simply trades one **metabolic disruptor** ingredient for another. You may be avoiding high fructose corn syrup, but you are now ingesting artificial chemical sweeteners, usually aspartame. Aspartame has its own serious health consequences as fully discussed in other books and reports offered by **Truth Publishing** (www.TruthPublishing.com)

For review, let's take a closer look at aspartame:

The Health Dangers of Aspartame

When metabolized, aspartame breaks down into methanol, also known as free methyl alcohol. Methanol is a chemical regulated by the U.S. Environmental Protection Agency (EPA) due to its environmental impact. Interestingly, it's illegal to dump methanol into rivers and streams, but it's not at all illegal for soft drink manufacturers to use an ingredient that breaks down into methanol in your body. This methanol, when metabolized in the human body, breaks down into two other substances with various health implications: formic acid, which is an irritant and mild poison, and formaldehyde, which is the same liquid used to preserve laboratory specimens such as frogs, insects and organs for educational purposes in anatomy and basic science courses. It is this formaldehyde that presents the greatest potential threat to consumers of diet soft drinks.

Formaldehyde is a potent nerve toxin, which is probably why the vast majority of complaints received by the U.S. Food and Drug Administration (FDA) in association with aspartame consumption exhibit a pattern of nervous system disorders. These disorders include seizures, dizziness, shaking and tremors, mental confusion, alteration in mood, and even permanent blindness. The FDA receives thousands of such complaints each year; and in fact, aspartame alone accounts for nearly three fourths of all complaints received by the FDA in conjunction with foods and beverages.

Many people who suffer from migraines, seizures, dizziness, confusion and other problems associated with the consumption of diet soft drinks experience a stark reversal of those problems once they eliminate aspartame from their diets. For more information, I strongly recommend the book ***Aspartame: Is it safe?***

Aspartame, however, may not be the worst part about diet soft drinks. Diet soft drinks present another health threat that receives little or no media attention, and is virtually unknown to the public. This risk is present in both regular and diet soft drinks, and it can only be understood by first taking a look at the importance of mineral ratios in the human body.

Soft Drink Induced Mineral Imbalances

All minerals such as calcium, magnesium, and phosphorus must exist in the human body in a specific ratio in order to support optimum human health. It is well known that the calcium-to-magnesium ratio should be approximately two-to-one. In other words, for every 2 grams (g) of calcium in your diet, you should have 1g of magnesium. In this ratio, these minerals are considered balanced and support the healthy, natural function in the human body.

Another important mineral ratio is the calcium-to-phosphorus ratio, which is balanced when at a one-to-one ratio. In other words, for every 1g of calcium a person consumes, they should also consume 1g of potassium.

Any deviation from these natural mineral ratios begins to disrupt the normal healthy metabolic function of the human body and will, in time, appear as various disorders, symptoms, or even diseases.

Soft Drinks Contain Far Too Much Phosphorus

Keeping all of this in mind, let's take a closer look at soft drinks. Soft drinks contain very high levels of phosphorus, and yet almost no calcium. As a result, a person drinking any soft drink, whether regular or diet, initiates a mineral imbalance from having too high a level of phosphorus in the system and not enough calcium. Since the diets of most Americans are already deficient in calcium and too high in phosphorus, soft drinks only add to this problem, worsening the imbalance.

In order to achieve a balanced, one-to-one ratio between calcium and magnesium, the human body will begin to excrete excess phosphorus by bonding it with calcium and eliminating it through the urine. To accomplish this, however, the body must find sources of calcium; and, since most people get insufficient calcium from their diets, the body must look elsewhere to find it. Where is the most obvious place to find calcium in the body? The skeletal system, of course, and that's where the body turns. In order to rid the body of excess phosphorus, the body automatically starts stripping calcium from the bones and eliminating both calcium and phosphorus through the kidneys in order to return the body to a healthy mineral balance.

Stated another way, the consumption of soft drinks initiates a chain of events in the body that naturally and automatically lead to the loss of calcium from the skeletal system. In other words, you're peeing out your bones.

Calcium-Deficient Diets + Soft drinks = Serious Mineral Imbalance

The fact that so many people have calcium deficient diets to begin with makes the situation even worse. By adding soft drinks to their diets, they are exaggerating the imbalance and therefore accelerating the loss of minerals from the skeletal system. So what is the result of this bone loss?

Obviously, a loss of bone mass density leads to several serious health problems. For one, it increases the risk of suffering bone fractures, especially hip fractures, since bones that are not dense are naturally more fragile. The loss of bone mass also contributes to bone diseases such as osteoporosis. In fact, there is a strong scientific correlation between the consumption of soft drinks and the onset of osteoporosis, especially in women.

Thirdly, the loss of bone mass can dramatically alter the appearance of a person, since much of the mass that is lost as a result of consuming soft drinks seems to come from dominant facial structure bones such as the jawbone. When the jawbone loses mass, it makes the face look thinner, weaker, and sunken in.

Numerous studies showing these correlations can also be found through the national Library of Medicine by searching **PubMed** for terms like osteoporosis and soft drinks, or aspartame and seizures. The negative health consequences I have been discussing here may not be well known, but they are in fact well-documented.

Soft Drinks Contain a Highly Addictive, Psychoactive Drug

One more problem related to the frequent consumption of soft drinks has to do with the caffeine contained in such products. Caffeine, which is a nervous system stimulant, makes soft drinks highly addictive, much to the benefit of soft drink manufacturers. But caffeine has other negative health effects, such as accelerating the loss of calcium from the body, altering blood sugar levels, and reportedly increasing the risk of osteoporosis and other bone disorders.

Caffeine is also the most frequently abused psychoactive drug in Western culture. Many people simply depend on caffeine because they have built up a tolerance to the drug over the years, and now they need larger and larger doses of the drug in order to have the same desired stimulating effect. Over time, it leads many soft drink consumers to increase their intake of soft drinks, frequently while adding coffee, chocolate, and other caffeine-laden drinks to their daily diets.

The long-term result of all this is the exhaustion of the nervous system, depletion of the adrenal glands, and an unhealthy dependence on a psychoactive substance that is not all that different from nicotine.

Giving Up Soft Drinks For Good Health

It's for all of these reasons that people who are both knowledgeable about the health risks of soft drinks and who care about their own health wish to avoid soft drinks altogether. You may find yourself wanting to give up soft drinks for the rest of your life, which is something I strongly recommend and something that I've successfully done for nearly 10 years now.

I speak from experience on this topic, since soft drinks used to be practically the only beverage I would consume in my younger years. Today, I don't crave soft drinks at all, and through information and counseling, I have helped many others kick the soft drink habit for good.

Kicking the habit, though, doesn't mean stopping cold turkey. In working with people, I learned the secret to ridding yourself of soft drinks for the rest of your life. I know the strategies that truly work, and that's what I'm going to share with you in this report.

Never Try to Quit Soft Drinks Cold Turkey

First off, let me say that quitting cold turkey is absolutely the wrong way to attempt to eliminate soft drinks from your diet. A cold turkey approach is very likely to fail, and it has the unfortunate consequence of discouraging you from trying again. Even if you hate what soft drinks are doing to your body, you must look at them with a degree of respect, in much the same way that you might look at crack cocaine, heroin, or nicotine addictions. Caffeine is a serious, highly addictive psychoactive substance, and as you'll see below, it is only part of the overall reason why you may find yourself so addicted to soft drinks. So I advise you to take this quite seriously, and do not underestimate the magnitude of this challenge.

If you are serious about quitting soft drinks, you have to take a closer look at the nature of the addiction. Some people don't like the use of the term "addiction" to describe their soft drink consumption habits, since very few people who consume soft drinks would consider themselves to be addicted. They say, in precisely the same language as an alcoholic or heroin addict, "I could quit at any time!" And yet, they never do. So the term "addiction" is actually quite relevant in this context, because most people who frequently consume soft drinks are truly addicted, whether they realize it or not.

But they aren't just addicted to the caffeine, and that's where many people go wrong: many people think that the soft drink addiction is simply a chemical addiction, but it isn't. From my experience and research, I've found that soft drink addiction is a multi-sensory addiction. It is a behavioral and sensory addiction that is quite complex and involves a great number of human senses.

The Soft Drink Addiction is Multi-Sensory and Deep-Rooted

Some of the things involved in the soft drink addiction are:

- The intense sweetness of the taste of any soft drink.
- The intense tingling on the tongue from carbonated beverages.
- The intense coldness of soft drinks and the feeling of that coldness in the mouth and throat.
- The distinct sound of opening a carbonated beverage.
- The olfactory sensation of smelling the carbonation off-gassing from a soft drink.
- The comfortable feeling of wrapping your hand around a soft drink can or bottle.
- The physical action of drinking: lifting your hand to your mouth, tilting back your head, and swallowing.
- The sound of swallowing or gulping a soft drink beverage.
- The sound of ice in a glass containing a soft drink beverage.
- The psychoactive addiction of the caffeine contained in soft drinks.

In combination, we have a multi-sensory, behavioral-based addiction to soft drinks. There is a touch component, and olfactory component, a visual component, a tingling component, an auditory component, a physical movement component, and a psychoactive drug component. Put all these together and you have an unbeatable addiction that most people — unless they are presented with a strategy like this one — are simply unable to conquer.

Multi-Sensory Soft Drink Addictions Make for Good Marketing

Soft drink manufacturers are well aware of the multi-sensory addictive nature of their products. Part of the reason carbonated beverages are packaged under pressure, for example, is so consumers will get the pop and fizz effect of opening a can of soda. This is no accident: it is put there by design, and the purpose of the design is to deepen the sensory experience to the customer, so the addiction of the product can establish its roots in as many human sensory systems as possible.

The way to beat soft drinks and get rid of them for the rest of your life, then, is to address these sensory systems one by one, and defeat them in isolation, rather than trying to wage war with a giant monster all at once.

By isolating the sensory experiences and eliminating them from your habits one by one, you can beat any soft drink habit. This, in a nutshell, is the secret that I will present here. It is based on the idea that almost any person can successfully eliminate soft drinks from their diet if they can tackle these sensory and behavioral addictions one at the time.

Conquering the Five Soft Drink Monsters

First, let's look at where we're starting and, in contrast, where we want to end up. We are starting with a person who consumes an excessive volume of soft drinks, such as four soft drinks per day. Where we want to end up is with this person drinking only water and no soft drinks whatsoever. The difference in the health of this person, in shifting from a diet of regular consumption of soft drinks to one containing absolutely no soft drinks, would be remarkable.

To get there, we have to face — and conquer — no less than five soft drink “monsters.” Each of these “monsters” represents a particular conditioned habit that you will have to defeat in order to rid yourself of soft drinks for life.

#1: The Caffeine Monster

The first monster to overcome is the caffeine monster. Instead of quitting soft drinks cold turkey, you're going to tackle this caffeine monster in isolation by shifting to caffeine-free soft drinks. This allows you to indulge in all of the other multi-sensory addictions, such as the fizz, the sweetness, the coldness, the actions, and so on, while isolating the caffeine component.

So the very first thing you should do is stop drinking caffeinated soft drinks and shift to caffeine free soft drinks such as Sprite or 7-Up. Do this for a period of at least two weeks, so that you allow your system enough time to be completely free from caffeine. Of course, don't try to compensate by increasing your consumption of caffeine from other sources such as coffee. If you're going to be successful in giving up soft drinks, you're going to have to seriously consider giving up caffeine, too.

Whether it takes two days, two weeks, or two months, there will be a point at which you feel that a caffeine-free soft drink is just as desirable to you as a caffeinated one. At this point, you have beaten the caffeine monster, and it's time to move on to the next one.

The caffeine monster can be very difficult to beat and there are no shortcuts other than weaning yourself off caffeine, little by little, until you no longer need it to function. Create a plan where you're consuming smaller and smaller amounts of caffeine each day. Don't try to cut all the caffeine from your diet all at once, or you'll suffer from terrible headaches and other withdrawal symptoms. Remember: caffeine is an addictive psychoactive drug. According to some, quitting caffeine is almost as difficult as quitting nicotine, heroin, or crack cocaine. I don't have experience with these illegal substances, so I can't tell you if I agree with that comparison, and I've never been addicted to nicotine, either.

ACTION ITEM: Shift from regular soft drinks to caffeine-free soft drinks.

#2: The Carbonation Monster

Next, we're going to focus on eliminating the carbonation and all of the sensory experiences that go along with. This is called the carbonation monster, and it can be a very challenging monster to beat. The way to do this is to start ordering sweetened teas, served as cold as possible, usually in a glass of ice. Obviously, caffeine-free teas would be preferable, since you don't want to reawaken the caffeine monster.

By shifting to teas, you're able to maintain some of the sensory experiences such as the sweetness, the coldness, the sound of ice in a glass, the physical action of lifting the drink to your lips, and so on. And yet you are isolating the carbonation experience and ultimately beating the carbonation monster at the same time.

In time, you'll find yourself feeling quite satisfied by drinking sweetened teas instead of carbonated drinks. Once again, this may take a period of several days, weeks, or even months. Be sure to give yourself plenty of time to make this transition. If you have been drinking four soft drinks each day, then work your way towards drinking teas by having three soft drinks and adding one tea into your daily intake. Once that becomes acceptable, shoot for two soft drinks and two teas. In time, you will shift completely to zero soft drinks and four teas. At this point, give yourself another couple of weeks to make sure the habit sticks, and then give yourself a pat on the back for conquering the carbonation monster.

When you drink teas, by the way, add all the sugar you want. Load them up with sugar, if you have to, to make them almost as desirable as soft drinks. This will help you enjoy teas while conquering the carbonation monster.

ACTION ITEM: Switch from decaffeinated soft drinks to sweetened tea drinks.

#3 The Sweetness Monster

At this point, you have beaten both the caffeine monster and the carbonation monster. Now it's time to turn your attention to the sweetness monster. This "monster" is also highly addictive, because it gives you the intense sensation of sweetness in the beverages you're drinking. The way to beat this monster is to start ordering unsweetened teas, and then began adjusting the degree of sweetness with which you drink those teas.

In other words, during the first week you might add two spoons of sweetener to a glass of tea, and in time you might transition to just one spoon of sweetener. By doing this gradually, over time, you can get quite used to a less sweet taste from the beverages you're drinking, and ultimately end up with beverages that are only mildly sweetened.

By far the best sweetener you can use for this purpose is powdered stevia, an herbal sweetener made from plants that doesn't spike blood sugar levels in the way that refined sugars do. Furthermore, it doesn't have any of the health risks associated with artificial chemical sweeteners such as aspartame. Stevia has been approved for use in 10 different countries, and is heavily relied upon in Japan for use in soft drinks.

I've been using stevia for almost 10 years and strongly recommend it to others. It has virtually zero calories, no chemical components, and is derived from plants. You can find it at any health food store, and I recommend getting it in powdered form so you can easily mix it with teas or other drinks.

Stevia isn't necessarily convenient for use in baking, but it is extremely useful for sweetening drinks such as teas or waters. By carrying a bit of stevia with you, and using it to sweeten drinks you order in an unsweetened state, you can conquer the sweetness monster over time by reducing the amount of sweetener you use.

You don't have to end up at zero sweetener in order to be successful at conquering the sweetness monster. In fact, if you can end up using half of the sweetener you started with, that would be considered a success. You will also find it helpful to avoid eating other foods or drinking other beverages that offer an intense sugar taste during the time that you are trying to beat the sweetness monster. Sugar is an acquired taste, and if you stop consuming foods and beverages that are loaded with refined sugars, such as most fruit drinks and all desserts, your sensitivity to the sweet tastes in foods and beverages will actually increase. In other words, you will be able to use less and taste more if you simply wean yourself off the intense sugar foods that are so prominent in the diet of most Americans.

With the help of stevia you can conquer the sweetness monster and end up in a situation where you control the amount of sweet taste you wish to experience in your foods and beverages.

ACTION ITEM: Transition to unsweetened teas and sweeten them yourself. Slowly wean yourself off the sugar habit, and use stevia as an herbal sweetener.

#4 The Flavor Monster

Next, you're going to conquer the flavor monster. Since pure water is "unflavored," so to speak, this phase will help get you closer to your ultimate goal of drinking and enjoying pure water!

To do this, stop ordering unsweetened teas and, instead, order filtered water served in a glass of ice with a slice of lemon and lime. Squeeze the lemon or lime juice into the water yourself, stir in some of the stevia powder recommended previously, and drink away. This makes a delicious drink, and you control both the intensity of the sweetness and the flavor.

In time, you can use less and less of the lemon and lime juice, to slowly reduce the amount of flavor you're adding to your drink. Continue to use whatever amount of stevia you prefer, since at this point, you are probably naturally using far less sweetener than you did at the beginning of this journey. And since stevia is not a refined sugar and doesn't contain artificial chemicals, it won't harm your health.

When you reach the point where you need very little lemon or lime flavoring in order to create a great tasting drink, you have essentially conquered the flavor monster. Once again, give yourself plenty of time to accomplish this, and work your way towards this goal little by little, rather than trying to do it in overnight fashion.

If you're like most people, you will naturally use less stevia sweetener as you reduce the amount of lemon and lime juice you add to your water. In time, you end up needing no lemon juice and no stevia in your water at all. That's the point where you're ready to move on to the final phase of this journey.

ACTION ITEM: Transition from teas to water served with ice. Use lemons to add a touch of flavor, and add stevia to sweeten. Slowly reduce the amount of lemon juice and stevia.

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#5 The Ice Monster

In the final phase, you are going to conquer the ice monster. The ice monster is another multi-sensory addiction that has trained you to drink only cold beverages, and it has associated the drinking of those beverages with both the visual appearance and the sound of ice cubes or crushed ice. In order to get to your ultimate destination, which is drinking room temperature water, you will need to conquer the ice monster.

Doing this is simple: start ordering less and less ice in the water you drink. You may also order one glass of ice without water, and another glass of water with no ice, and mix your own. Most restaurants will oblige.

As you do this, it is critical to make sure you are drinking filtered water or bottled water, because tap water tastes terrible when it is served at room temperature. Tap water, which is the default water served at most restaurants, contains all sorts of contaminants that alter the taste and make it highly undesirable to most people. These include chlorine, fluoride, and other undesirable chemicals. Don't even try to drink unfiltered tap water. I think it tastes terrible, and I would never try to beat the soft drink habit by relying on it.

In fact, now that you have progressed this far along your journey, you should be able to clearly distinguish between the taste of tap water and that of bottled water. Bottled spring water tastes far superior, offering a rich, delicious combination of natural minerals found at the source of the bottling. You will also be able to tell the difference between natural spring water and the cheaper filtered water products such as Dasani, which is actually marketed and bottled by the Coca-Cola Company. In any case, even filtered water is a better choice than tap water, so use what you can get as long as it isn't tap water.

As always, give yourself plenty of time to beat the ice monster. It will take you a period of several weeks or months to get used to drinking water without the ice cubes. That's because the ice has formed a multi-sensory habit, a sort of psychological conditioning to which you were behaviorally addicted. But now, without the ice, you can actually begin to enjoy the delicious flavor of spring water.

With enough time, your conquering of the ice monster will be complete, and you will desire nothing other than fresh, clean water at home, and restaurants, and everywhere you go. This is to your significant health benefit, as well, since the consumption of clean water and the avoidance of soft drinks will bring you extraordinary, lasting health benefits.

Look Back and Review Your Progress

Now take a look back at everything you've accomplish here. By isolating the multi-sensory addiction qualities of soft drinks, you've been able to conquer them one by one and ultimately emerge victorious and in control of your own health. You've beaten the caffeine monster, the carbonation monster, the sweetness monster, the flavor monster, and finally, the ice monster. These are the five soft drink monsters, and you managed to beat them all!

If you've followed this program, you haven't touched a traditional soft drink in many months. So you may be surprised to hear me suggest that you borrow a can of some caffeinated soft drink beverage from a friend, and actually try just one sip. Having been off of soft drinks and having gotten rid of the sensory experience and psychoactive addiction caused by those soft drinks, you will be shocked and surprised by the experience of taking one sip six months later. If you are like most people, you will find the beverage to be highly offensive. The carbonation tingling you used to find pleasant will now feel almost painful. The intense sweetness of the sugars will feel overpowering. Your throat will feel like it's burning, and the drink will seem to be far too cold, as if it's numbing your throat.

This is the "normal" reaction all human beings should naturally have to soft drinks if they weren't trained, over a lifetime of exposure to this beverage, to actually like them. If you were to take a healthy human being living in some undiscovered tribe in Africa or Australia and hand that person a can of soda, they would almost have exactly the same reaction I just described: the drink would be far too intense, and they would very likely spit it out and throw the can away.

When you can do that, you've truly conquered the five soft drink monsters and you're on your way to being a healthier, happier, more in-control individual, for the rest of your life.

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Soft Drink Related Articles

Consumption of soft drinks and high-fructose corn syrup linked to obesity and diabetes

New research published in the United States that followed 50,000 U.S. nurses reveals those who drank just one serving of soda or fruit punch a day gained weight more quickly than those who drank less than one soda a month. Those who drank more also had an 80% increased risk of developing Type 2 diabetes. This risk, by the way, was associated with those who drank drinks sweetened with either sugar or high-fructose corn syrup.

It seems that a soda a day does, in fact, promotes diabetes and weight gain. But, more importantly, this study is confirming what informed nutritionists have known for years, which is that high-fructose corn syrup promotes diabetes and obesity.

In a hilarious side note, by the way, I've been contacted by a couple of people from the Corn Refiners Association in Washington, D.C., who don't seem to appreciate the fact that I'm pointing out high-fructose corn syrup promotes diabetes. This CRA group, of course, represents corn growers, and corn growers depend on the revenues from high-fructose corn syrup so they can grow and sell their corn.

One of their reps has informed me that high-fructose corn syrup is a "wholesome natural ingredient" that does not promote diabetes and is produced by hard working farmers throughout the Midwest.

In other words, people who work for the Corn Refiners Association are insisting that high-fructose corn syrup doesn't promote diabetes. And yet, here we have research that followed 50,000 nurses showing an 80% increased risk of type 2 diabetes when people consumed either sugar or high-fructose corn syrup. And not in huge doses, by the way, all it took was one soft drink or one fruit drink a day to boost this risk of diabetes.

To make all this more interesting, we also have a person from the Harvard School of Public Health named Walter C. Willett who's quoted as saying, "Anyone who cares about their health or the health of their family would not consume these beverages." Kudos to Mr. Willett for having the courage to stand up and speak the truth about high-fructose corn syrup.

What is the Corn Refiners Association afraid of happening here? They're afraid that all of the anti high-fructose corn syrup research and information is going to turn this ingredient into the next big tobacco debate. They're afraid that junk food companies and fast-food companies (and especially soft drink manufacturers) are going to be blamed for the nation's obesity crisis in the same way big tobacco companies are blamed for lung cancer.

And it's sort of hard to tell where most doctors are going to fall on this issue. It wasn't too long ago when doctors were being paid by cigarette companies to actually endorse cigarettes. So it's really no surprise that there are some doctors on the payroll of the Corn Refiners Association who are going to stand up and deny that high-fructose corn syrup causes diabetes in the same way that tobacco executives deny nicotine is addictive.

We've all seen the actions of the sugar industry and how hard it is lobbying to not only prevent the distribution of information that educates people about the links between refined sugars and chronic

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disease, but also to make sure that the government doesn't alter any dietary guidelines that would cause people to make more informed choices about their foods and drinks.

And it seems this organization, the Corn Refiners Association, was created primarily for that purpose, to promote the interest of the corn growers. And while there's nothing wrong with promoting the interest of corn growers, there is something wrong with saying that sugar doesn't promote diabetes. In fact, this study is now being called a milestone in the debate over soft drink consumption. As Kelly Brownell, Director of the Yale University Center for Eating and Weight Disorders, explains, "This is a strong study which joins a number of others in showing that soft drink consumption is related to poor diet and obesity, yet the soft drink industry says the opposite."

Now, what's stupid about all of this? What's stupid is that we live in a country where there are "on the take" doctors and researchers who would argue against the idea that soft drinks promote obesity and diabetes. It's basically common sense to anyone who has half a brain and has spent more than 60 minutes studying the issue. When you understand how blood sugar is regulated in the human body, how the pancreas works, and how the digestive system converts dietary sugars into blood glucose, it's blatantly obvious that candy bars and soft drinks are foods and drinks that promote both obesity and diabetes.

For someone to drink these drinks and not be at higher risk of diabetes and obesity, they would have to be either some sort of freak of nature that violated the laws of the universe or they would have to be so incredibly athletic and so genetically gifted that somehow these dietary sugars had no effect on their physiology. Now, there may be extremely rare people like that, and maybe the Corn Refiners Association can find one or two such people, but by and large, the average person doesn't have anything close to that sort of physiology.

Saying that high-fructose corn syrup causes diabetes and obesity takes about as much of a leap of faith as saying one plus one equals two. This is well proven. Heck, we even have doctors from Yale University Center backing this study and saying, yep, this is an obvious conclusion. We've got guys from the Harvard School of Public Health saying, yep, this study proves it and people shouldn't be consuming these beverages. We have literally thousands of nutritionists and the better educated doctors from around the world standing up and saying soft drinks need to be banned from vending machines. Soft drinks are causing chronic obesity and diabetes even among our nation's youth. Folks, this isn't something that's really debated, not by any honest person out there. This is just something that's being defended by the last bastion of a group of well-paid nitwits who have similar ethics to tobacco company executives.

Frankly, all those farmers represented by the CRA would probably be better off just growing some hemp. That's what we really need in this country to help farmers: a hemp industry. Why don't we legalize hemp and let these farmers grow hemp for making paper, creating textiles for clothing, making healthy hemp seed oils which offer outstanding nutritional benefits, and for other hemp-based products like car bumpers? (Yes, that's right. You can make car bumpers out of compressed hemp.) Industrial hemp isn't even a drug issue, by the way: you can't smoke this stuff. There's so little THC in industrial hemp (that's the active ingredient in marijuana) that you'd have to smoke something like 100 pounds of hemp just to feel any high at all. That's a whole lot of burning rope.

Now, maybe some of these guys from the CRA are familiar with the hemp industry, because it does sound to me like they have been smoking weed. But, alas, I gave them my promise that I would look at whatever information they would provide with an open mind. So, perhaps, they will give me a study showing that high-fructose corn syrup actually causes people to slim down and maybe, in fact, that's where the makers of Slim-Fast got their idea of having the number one ingredient in their product be sugar. Maybe high-

fructose corn syrup is a slimming agent and we've all been misled all these years into thinking that sugar makes you fat.

Then again, let's think about this for a moment. What do farmers feed cows when they want to fatten them up for market? Corn, of course! If you want to look like a cow, all you have to do is eat lots of corn and corn by-products, including high-fructose corn syrup.

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Gatorade, soft drinks, coffee and alcohol no substitute for body's health requirement for pure water, says doctor

You're reading part of an exclusive interview with Dr. Batmanghelidj, author of [Water For Health, For Healing, For Life](#). Dr. B. is also the founder of the [National Association for Honesty in Medicine and](#) author of, [Your Body's Many Cries For Water](#). Look for his new, upcoming book, "Obesity, Cancer and Depression: Their Common Cause and Actual Cure." Learn more about Dr. B. at www.WaterCure.com.

Mike: I have a question for you on water -- a lot of people think that they are hydrating themselves when they consume soft drinks or milk or Gatorade or all these other liquid beverages...

Dr. B: Gatorade is possibly okay, but Gatorade has sugar in it, and it's not particularly good for people who might even get hypoglycemic, or might induce insulin secretion, and that insulin secretion will produce more hunger and they overeat. But as a temporary sport drink, it's okay when you're in the middle of a golf game to drink a Gatorade. It immediately gives you a bit of the minerals that you probably will have lost sweating.

But nothing substitutes for water -- not a thing. No drink -- no coffee, no tea, no alcoholic beverages. Not even fruit juices. Each one of them has its own agenda. Your body is used to a fluid that has no agenda, because the body depends on the freedom of that fluid, water, because there are two kinds of water in the body. There is already occupied and engaged water, which is no good for new function. The body needs new water, or free water, to perform new functions. Now, when you give them sugar containing beverages, or caffeine containing beverages, both sugar and caffeine have their own chemical agenda in the body. They defeat the purpose of the need for water.

Mike: You're also talking about soft drinks here...

Dr. B: I'm talking about soft drinks, I'm talking about sodas, I'm talking about caffeine containing coffee or tea. I'm also talking about alcohol, because alcohol actually stops the emergency water supply systems to the important cells, such as the brain cells. In the reverse osmosis process your body filters and injects water into the cells, and this is what I call reverse osmosis. And it has to raise the blood pressure for that in order to overcome the osmotic pull of water out of the cells, and reinject water into the cells. That's why we develop high-blood pressure in dehydration. And this process of reverse osmosis is stopped by alcohol. It stops the filter system.

Mike: Now here's another interesting question people have -- when they go out to eat at a restaurant, there's a tremendous amount of economic pressure from the point of view of the restaurant chain or restaurant owner to serve them something other than water. I remember there was a campaign at one time through Olive Garden restaurants. The campaign was called Just Say No to H₂O, and they were rewarding waiters for making sure people bought some soft drinks rather than drinking water.

The Five Soft Drink Monsters

Dr. B: That's because everyone is after a fast buck, even at the expense of someone else's health. These restaurants are no different from the pharmaceutical industry when they push something that the body doesn't need. Of course, they don't know, they don't do it knowingly. One can't fault them. It's bad education, and we think that these soft drinks are synonymous with water.

Actually, a lot of children who drink soft drinks actually become "stupid", but once you take the soft drink away from them, their grades improve tremendously -- C's and F's become A's and B's. So, there is something in caffeine that suppresses the enzymes from memory-making. And this is exactly how the plant survives, because caffeine is a toxic chemical - it's a warfare chemical for the plant. Anything that would eat it will lose its art of camouflage, its alertness, good reaction, good response, and becomes easy prey to its own food chain predator.

Mike: Yes, caffeine is technically an insecticide.

Dr. B: Caffeine is technically an insecticide. So is morphine and so is cocaine. They are the same family of drugs -- neurotoxic substances.

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A High-Carbohydrate Diet With Added Sugars Doubles Your Risk of Breast Cancer, Says New Research

A new study carried out by researchers at the Harvard School of Public Health reveals a strong correlation between the consumption of refined carbohydrates -- especially refined white sugar -- and increased risk of breast cancer. This is apparently a major "eureka" for these scientists, who are just now beginning to suspect that there are in fact links between diet and cancer.

Of course, this is old news to nutritionists and naturopathic physicians, who have long been urging patients to avoid the consumption of refined carbohydrates and especially refined white sugar. Not only is white sugar known to cause nutritional deficiencies and suppress immune system and brain function, it also promotes both diabetes and obesity. Now we can officially add cancer to that list, thanks to this research.

The fact is, refined white sugar is one of the most unhealthy food ingredients you can put into your body. It causes the depletion of nutrients such as vitamins and minerals that your body needs to function properly, and it causes radical swings in blood sugar that affect insulin resistance as well as mood and brain function. It has even been linked to violent behavior and various behavioral disorders, especially in young males. The consumption of sugar is also strongly linked to attention deficit hyperactive disorder, or ADHD.

Of course, Americans love to eat sugar. You can find it in ice cream, cookies, cakes, pancakes, and even things you wouldn't expect to have sugar, such as pasta sauce and pizza sauce. But sugar, it turns out, is one of those ingredients we should all be avoiding if we are to achieve optimum health. I gave up sugar years ago when I kicked the soft drink habit. Since then, I have avoided all refined sugars, and to this day I eat absolutely no refined sugars whatsoever, not even as ingredients in foods. In doing so, I was able to greatly improve my overall health and ultimately lose 50 pounds of excess body fat.

When you consume sugar, you harm your body. You're actually doing your entire system a great disservice. You're impairing the function of your body, your internal organs such as your pancreas, and especially your brain. Sugar simply doesn't belong in the American diet, and if we were to get rid of sugar

altogether, or teach people to avoid it, we would all be far healthier, and our national health care costs would plummet.

Of course, Big Sugar and the sugar industry would argue against all of this. They're a lot like the tobacco industry, and they even argue that sugar isn't bad for you and it doesn't cause obesity. In fact, they want to keep exporting sugar to the entire world, so that the rest of the world can share in the high incidence of obesity and chronic disease now experienced in America. It's true -- America is the most obese and chronically diseased country in the world, and we don't seem to be happy until our homegrown businesses are free to export that disease to every other country around the world. That's called "free trade."

Amazingly, we even subsidize sugar in this country in order to make it cheaper. That's an economic incentive that encourages people to buy and eat more sugar (or products made with sugar). It's a great political scandal, of course, that comes down to nothing more than corporate welfare. The sugar industry in the United States is closely allied with the Bush administration to the point where it even helps influence the United States policies on global health and nutrition.

For example, just look into the latest round of dialogue at the World Health Organization, where the United States was firmly against advice offered by the WHO that would have recommended people reduce their consumption of added sugars in order to fight obesity and diabetes around the world. The sugar industry in the United States strongly fought against the passage of those recommendations, arguing that sugar was perfectly good for your health and there was absolutely no evidence linking it to disease.

That's a ridiculous position of course -- there's a tremendous amount of evidence linking disease to sugar, but trying to convince sugar industry executives of that fact is sort of like trying to tell cigarette company CEOs that nicotine is addictive.

If you're going to take sugar out of your diet, I strongly advise that you do it slowly, and you should replace sugar with stevia, a natural sweetener made from the sweetleaf herb that has virtually no calories and won't alter your blood sugar in the same way that sugar does. In fact, stevia is an extremely healthy alternative to sugar that should, in my opinion, be legalized by the FDA and allowed into the food supply. After all, it is safely used around the world (and has been for thousands of years) with no reports of toxicity or negative side effects whatsoever.

Unfortunately, stevia is not yet approved for use in the U.S. food supply, primarily because the FDA is working to once again protect the profits of private industry by making sure that aspartame has a strong market. As a result, many people will switch from sugar to aspartame, and instead of being obese and diabetic they will suffer from the dangerous health side effects related to aspartame such as blindness, migraine headaches and nervous system disorders.

So, I certainly don't recommend consuming aspartame instead of sugar. Go for stevia instead. And once again, transition slowly. If you've been consuming a diet very high in sugar, as most Americans have, you won't have any success at all if you try to quit sugar cold turkey. You have to slowly transition off of sugar, week by week, month by month, until you are completely rid of it. In fact, a one-year plan for getting off of sugar is quite reasonable.

If you currently drink soft drinks, it is imperative that you give up soft drinks first, because this is one of the worst sources of added sugars in the American diet. To do this, check out my book called "The Five Soft Drink Monsters," available free of charge at the Consumer Wellness Research Center.

The Five Soft Drink Monsters

After you have eliminated soft drinks from your diet, you can tackle other areas of added sugars in your diet. These include candy bars, granola bars, energy bars, and various drinks. Of course, they also include desserts, muffins, cakes, cookies, and other pastries. You actually have to look for sugar in the ingredients labels of popular foods, otherwise you won't even realize they're in there. You'll find sugar in pancake mixes, for example, which is why I think most pancakes are just cake for breakfast. Also you need to realize that you can't just look for the word "sugar" on the ingredient labels on foods. You must also look for terms like sucrose and maltodextrin.

Another form of sugar is fructose, which is frequently found in soy protein supplements and body building supplements. Fructose is somewhat better for you than sucrose, but fructose is still a refined sugar, and should be avoided by people seeking optimum health. Again, it all comes back to the right choice for sweeteners, and that choice is stevia.

The bottom line is that the research is now showing sugar to be correlated with breast cancer. This is certainly no surprise to holistic nutritionists and those who have followed wellness and health for some time. It may be news to researchers and physicians, but that's only because they tend to remain ignorant about the nutritional relationships between foods and health.

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One-third of American diet is junk food and soft drinks: we're malnourished and obese at the same time

An alarming new study published in the Journal of Food Composition and Analysis reveals that Americans are getting nearly one-third of their calories from junk foods: soft drinks, sweets, desserts, alcoholic beverages, and salty snacks. It explains why obesity is rampant, diabetes is epidemic, and chronic disease is skyrocketing: we are a nation of people who are simultaneously overfed and malnourished. In other words, we're getting plenty of calories, but very little nutrition.

Shockingly, the average American gets over seven percent of their calories from soft drinks alone -- a situation that most certainly accelerates both obesity and diabetes. As with soft drinks, the other junk foods consumed by Americans are so-called "empty calorie" foods, meaning they're devoid of nutritional value. And yet people keep turning to these foods with alarming frequency because they taste good.

The upshot of all this is something I've been saying for years: our national food supply is the #1 source of chronic disease in the United States. Furthermore, losing weight and preventing disease isn't only about eating less, it's about making different choices in your foods. With the right foods and beverages, you can virtually eat as much as you want. Those foods are, of course, vegetables, fruits, whole grains, quinoa, and similar items -- all in their unprocessed, unrefined form. Because once you start refining and processing foods, you end up with empty calories again.

With this new study, we have yet more evidence of the link between food choice and personal health. The American public is slowly coming to realize that foods are, indeed, linked to disease, and an increasing number of doctors are starting to see the light, too. Heck, even the medical schools might actually start teaching nutrition -- something that should have been the foundation of a medical education but which has been routinely ignored for decades by organized medicine.

This study also reveals the obvious solutions to the national obesity epidemic: ban all junk food advertising. Ban junk food vending machines. Run public education campaigns to teach people how to choose healthy foods and beverages. Require labels on all junk food products to warn consumers about obesity and diabetes. The solutions are simple to see, but politically very difficult to enforce due to food politics and the greed of junk food companies. There's a lot of profit in making people sick, and then there's even more profit in treating them with prescription drugs and surgeries.

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Why are so many kids breaking their arms these days?

The answer, of course, is found in their diets: children and teenagers are consuming vast quantities of soft drinks. Those soft drinks are highly acidic, and the body strips minerals from the skeletal system in order to buffer the acidity of the soft drinks.

As a result, drinking soft drinks leads to decreased bone density and more forearm fractures. It also results in kidney stones, diabetes and obesity. In fact, the widespread consumption of soft drinks and other junk foods is the #1 cause of chronic disease in our nation.

If you have kids and you don't want them breaking their bones, don't let them touch soft drinks and other forms of refined white sugar.

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Q&A: What's the real story about sugar, does it turn into body fat, how does it affect health?

A reader asks, "What's the real story on using sugar? What does it do to our body, does it get turned into fat?"

This is an excellent question, and one that I think applies to almost everyone. In answering it, I'm going to give you a brief description of the biochemical events that take place when a person consumes sugar.

In explaining this subject to many people over a period of several years, I found the most useful metaphor to be that of an automobile engine. Let's take a Toyota Corolla, one of the most popular cars on the street today. The Toyota Corolla has an engine that's designed to burn a certain type of fuel. That fuel, gasoline, has a certain flash point and a given output of power per gallon of gasoline. There are other fuels that power other types of vehicles -- for example, jets run on a high-octane petroleum product that has far more energy per gallon than automobile gasoline. Diesel fuel, on the other hand, burns more slowly.

So you have different types of fuels for different vehicles. Most people understand the idea that if you took your Toyota Corolla, drove it down to the airport, and filled it up on jet fuel, you wouldn't get a faster Toyota Corolla. Instead, you would get a critically damaged Toyota Corolla engine, because the fuel would burn too hot, too fast, and it would overpower the design of the engine. In fact, you probably wouldn't drive more than 10 miles before the engine burned up, and you would have to overhaul the entire engine in order to drive your car again.

The Five Soft Drink Monsters

This is sort of what goes on when it comes to the human digestive system and sugars. The human digestive system was designed to consume foods that are readily available in the natural surrounding environment. These foods can be compared to certain types of fuels because each food releases energy at a given rate during digestion (primarily based on fiber and fructose content).

As an example, let's take a look at an apple. It contains fiber, vitamins and minerals, and lots of carbohydrates. The carbohydrates are the fuel. But the carbohydrates are bound up in the fiber of the apple so that it takes your body a fair amount of time and effort to release those carbohydrates and convert them into fuel. So you could call the apple a medium-burning carbohydrate, or in medical terms, it has a lower glycemic index than straight sugar.

But if you take straight sugar, that is, refined white sugar, which is something that does not occur naturally in the environment, and you put that in your mouth, then your body converts that into blood sugar very rapidly. *It's like pouring jet fuel down your throat.* This is the same as filling up your Toyota gas tank with jet fuel and trying to drive away. When you eat sugar you consume soft drinks -- which are even worse because they are liquid sugar -- you are trying to run your metabolic engine on jet fuel, and the human metabolic engine was not designed to run on jet fuel.

So what happens? When you first consume any sort of refined sugars or refined carbohydrates (like white flour), the digestion process begins immediately -- in fact, it begins even before you swallow the foods. There are digestive enzymes in your saliva that go to work on these sugars and start converting them into blood sugar, even before they hit your stomach. Once they're in your stomach, they are mixed with acidic digestive juices and physically churned through stomach muscle contractions so that it creates a liquid paste. This liquid, sugary paste is then very easily absorbed through the intestinal walls, causing a rapid spike in blood sugar levels.

So your blood sugar, which might have been around 80 or 90 before you drank the soft drink or ate that candy bar, now suddenly starts spiking up to 150 or 200, or perhaps even higher. This creates an emergency situation in your body. High blood sugar is very dangerous for human beings. If it is allowed to continue, it will cause symptoms that are more classically known as diabetic neuropathy, which means the nerves that feed various limbs in your body (feet, mostly) start to die. Diabetics who maintain high blood sugar over a long period of time often have to have their feet amputated because the nerves in their feet are wasting away.

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Reversing diabetes means making tough choices in foods, nutrition and exercise

In parts 1 and 2 of this article series, we talked about how dietary sugars (white flour, corn syrup, table sugar, etc.) alter blood sugar levels and how the body tries to regulate blood sugar through glycogen storage, insulin secretion and body fat creation.

In this third and final part, we're exploring the causes of adult-onset diabetes and how people can both prevent and even reverse diabetes by applying fundamental knowledge of how the human body deals with dietary sugars and refined carbohydrates.

This process of storing sugar as glycogen or converting it to body fat is initiated by a hormone produced by the pancreas. This hormone, of course, is called insulin. If you consume refined carbohydrates on a

regular basis, your pancreas will become overstressed. It's just like if you run your car 24 hours a day and keep revving the engine -- eventually something's going to wear out and break. This is what happens with the pancreas, and people who have adult onset diabetes often have an overstressed pancreas. You could call it a worn-out pancreas, although technically that's not an accurate metaphor.

The other problem is that type 2 diabetics have decreased insulin sensitivity in the cells of their body. That means that even though insulin is being produced and circulating through the bloodstream, the cells in the body aren't responding to it. That's why reduced insulin sensitivity is a physiological marker that indicates a person is about to become diabetic. If your insulin sensitivity is reduced, you are on the track to diabetes. In the medical community this is called pre-diabetes. And once again, it is not a genetic disorder -- it is something that is directly caused by the foods you choose to consume and the level of physical activity you choose to pursue.

If you are pre-diabetic, that means you have reduced insulin sensitivity but haven't yet been diagnosed with full-blown adult onset type 2 diabetes. In most cases, you can directly reverse this condition and return to a healthy metabolic state by making new choices in your foods and physical exercise. Remember, diabetes is a disease that is quite easy to reverse if you catch it early enough. And if you're pre-diabetic, you have an opportunity to reverse the situation right now.

Reversing it means making some tough choices in your life. It means, first of all, getting out and engaging in physical exercise on a regular basis. That's 45 minutes a day of walking, or something more strenuous if you can handle it. If you can't walk 45 minutes a day, walk 30 minutes a day. If you can't walk 30 minutes a day, walk 5 minutes a day. If you can't walk 5 minutes a day, just get up out of your chair 3 times -- do something to increase your exercise stamina, and work towards walking 45 minutes a day. Everybody can do something. Sitting around doing nothing is no excuse, and it will directly lead you to full-blown diabetes. (Diabetics are really good at making excuses. I know, I used to be pre-diabetic. I would find every reason in the world to avoid physical exercise.)

The second thing people can do is give up all foods that promote diabetes. This means foods that contain ingredients like refined white sugar, sucrose, corn syrup, high-fructose corn syrup, dextrose, white flour, enriched flours, and so on. So that means getting rid of all ice cream, cakes, cookies, sweets, desserts, candy bars, etc. **These foods are causing your diabetes.** Now, you won't hear this from the American Diabetes Association, because that organization is, to put it bluntly, actually thriving on the skyrocketing trend of diabetes in the United States. I've never found the ADA to actually give beneficial nutritional advice that would help people reverse diabetes. Remember, they are funded in large part by pharmaceutical companies who would actually lose customers if people reversed their diabetic conditions. It's not a conspiracy: it's just plain old corporate greed.

If you want to reverse diabetes, and you want to know the truth about it, keep reading articles like this one, because I'm going to give it to you straight. I'm telling you that you've got to make a list of all the foods and food ingredients to avoid for the rest of your life. And then you must commit to avoiding those foods. No exceptions.

By the way, another side effect of all of this sugar consumption is, of course, rampant weight gain. If you're suffering from obesity (or a very high level of body fat), chances are you got that way by consuming refined carbohydrates. This is why the Atkins diet has been so successful for people who are willing to stick with it. I'm not a huge supporter of the low carb lifestyle as practiced by most Americans, although I do support the avoidance of all processed carbohydrates as recommended by the Atkins program and other low carb dieting systems such as the Hamptons Diet.

The Five Soft Drink Monsters

Consuming refined carbs and added sugars will put weight on your body faster than any other nutritional strategy. The way to take it off is to avoid these foods for the rest of your life. By the way, if you're going to eat low carb foods, be sure to check out my book called *Low-Carb Diet Warning*, at TruthPublishing.com, because there's a safe way to eat low carb, and then there's a very unhealthy way to eat low carb, and sadly, most Americans who are pursuing low carb diets are eating the unhealthy way.

Here's another interesting point in all of this -- when your body adds fat during this process of converting blood sugar to body fat, it has a blueprint of where to put that fat. For most women, the fat goes on the buttocks and the hips, potentially on the breasts, and eventually under the arms. For men, most of the that weight goes right to the belly, the gut, and only later will it move up to the chest area, the bottom of the neck, and maybe the buttocks and legs as well. The point is, your body has a blueprint of where it is going to store fat, and that blueprint is unique to you. You cannot change this blueprint.

Some people foolishly believe that if they do a bunch of sit-ups, they are going to somehow remove body fat from their abdomen. That's not true at all. Your body decides where to put it on and where to take it off. Other people, who are just as foolish, think that if they go get liposuction, they're going to remove all the body fat from their thighs or their stomach or some other area where it's not cosmetically appealing.

But what happens is now they're missing those fat cells that have been ripped out of their torso through liposuction, *but they keep on eating the way they've been eating that made them fat in the first place*. They keep on eating all those sweets and ice creams and sugars and other refined carbohydrates. So what happens? Well, the body has to put the fat somewhere, so now all of a sudden, the body is putting this fat in strange places where the fat cells still exist. A woman might end up with massive deposits of fat hanging off of her arms, or the back of her legs and thighs might balloon in size even though her midsection is now apparently much thinner because she doesn't have fat cells there.

Liposuction is one of those surgeries that looks good at first, but if you don't change your lifestyle, you're going to look like some sort of Frankenstein monster in the long run. You're going to have to change your diet sooner or later if you want to look normal again, and if you'd just make the decision to change your diet earlier, you wouldn't need the liposuction surgery in the first place. So, in my book, liposuction is absolutely useless. In fact, it's worse than useless -- it's a dangerous procedure that scars your body and that disrupts the normal fat storage system your body was designed for.

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Artificial sweeteners like aspartame and sucralose may actually promote obesity and weight gain, says research

Groundbreaking new research published in the *International Journal of Obesity* reveals that artificial sweeteners like aspartame and sucralose -- precisely the kinds of chemical sweeteners found in diet soft drinks or many low-carb food products -- may actually promote obesity by tricking the body into thinking that sweet-tasting foods and drinks don't contain as many calories as they really do.

In the experiments, rats who were fed artificially-sweetened foods tended to overeat foods containing real sweeteners, causing them to gain weight. In humans, it's the same result: drink diet soft drinks and consume enough foods made with artificial sweeteners, and you'll very likely overeat the sweets when the real thing comes along: apple pie, cookies, cake, ice cream, and so on.

This result is rather obvious, come to think of it: I don't recall ever seeing a thin person buying a twelve-pack of diet Pepsi at the grocery store. The people you see buying diet soft drinks are inevitably overweight or obese. Obviously, if diet soft drinks made people thin, you'd see lots of thin people buying them, right? It's common sense.

Further, all the thin people I know (including myself) wouldn't touch diet soft drinks, nor regular soft drinks. In fact, soft drinks are simply off the menu for anyone concerned with their health. They tend to be consumed by lower-income, lower-intelligence people who are more prone to advertiser influence and can't think for themselves.

But the real problem with artificial sweeteners today is their skyrocketing use in low-carb foods: Sucralose is used in practically every low-carb food bar, drink, snack, recipe or meal. And Sucralose very likely has the same effect as aspartame in this case: it trains your body to overconsume genuine refined carbohydrates when you encounter them.

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Diabetes and obesity linked to the consumption of high fructose corn syrup and refined sugars

New research published in the American Journal of Clinical Nutrition links diabetes with the rise in consumption of high fructose corn syrup. By examining the consumption of food macronutrients (fats, proteins and carbohydrates) consumed by the population from 1909 to 1997, researchers were able to correlate, with startling clarity, the rise of diabetes with the consumption of refined sugars and carbohydrates.

A long list of nutritionists and naturopaths (myself included) have been telling the public about this correlation for years. It's nice to see additional epidemiological research to back up the trend. So what does it all mean? For starters, it means that the low-fat diet craze of the 1980's was all wrong. When doctors and the American Heart Association told people to avoid fat, people consumed massive quantities of refined sugars, causing an acceleration of chronic diseases like obesity and diabetes (which, of course, have terrible implications for heart health as well).

It also means that the current efforts by the Bush Administration and the sugar industry to claim that carbohydrates don't promote disease are, of course, hogwash. Due to business interests, the Bush Administration has been pressuring the World Health Organization to avoid recommending that people around the world eat less refined sugar. You see, the United States is the world's largest exporter of high-sugar, disease-promoting foods and drinks such as soft drinks and candy bars. If the world is told to eat less sugar, that will not only make everyone healthier and save billions of dollars in annual health care costs, it will also hurt the profits of a few influential companies and organizations in the United States. So, of course, they can't allow the world to be told to eat less sugar, which is why Big Sugar has harshly criticized anyone who explains that refined white sugar is bad for you. That's food politics at work.

Lastly, it also means that the #1 cause of disease and death in the United States is, in fact, our national food supply. It is our foods that are killing us, and the studies prove it. If we weren't eating such high quantities of high fructose corn syrup, hydrogenated oils, aspartame, sodium nitrite, MSG and other metabolic disruptors, we'd all be far healthier today. In fact, if we ate what previous generations ate, our levels of chronic disease would plummet to the levels observed in the 1940's and 1950's.

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And yet, today we have the opportunity to be far healthier than our grandparents simply because we have access to miracle-class sources of outstanding nutrition. These “superfoods” include chlorella, spirulina, flax oil, wheat grass, quinoa and many others. We have access to these today at affordable prices, allowing us to enhance our health in ways our grandparents never could have imagined.

It is sad, indeed, that the American public is now experiencing more chronic disease than at any time in recorded human history. We’ve done it to ourselves, and we’ve done it by allowing soft drink vendors to invade our schools, by allowing the sugar industry to control the White House, by allowing food companies to sell milled grains (like white flour) that lack any notable nutrition, by falling for the bad nutritional science promoted by the AHA, ADA and FDA, and by subsidizing both the corn and sugar industries with hundreds of millions of dollars that ultimately have the effect of making junk foods far cheaper than healthy foods.

We’ve done all this to ourselves, folks, and the vast majority of it has been done in order to protect the profits of a few influential organizations. But the ultimate cost is widespread chronic disease and billions of dollars in associated health care costs.

It’s time to do something different. Join the Consumer Wellness Research Center and become part of the growing effort to ban soft drinks in our nations schools, end taxpayer subsidies to sugar companies, create an internal affairs department at the FDA, and hold food companies responsible for the diseases their products directly cause. And, of course, don’t eat refined carbohydrates or processed foods if you want to avoid chronic disease.

The science says ban soft drinks in schools, but the FDA support profits, not health

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Kudos to doctors for pushing to ban soft drinks and fruit drinks in schools. It’s just one way to combat rising childhood obesity, and it will surely help these children maintain healthy body weights as adults (it’s much harder to lose weight as an adult if you were obese as a child). This is a clear case of standing up for science over industry profits, but don’t be fooled: at the federal level, the FDA, which regulates foods and beverages in schools, has no such neutrality. In fact, it is currently under tremendous pressure to protect industry profits. That’s the only reason why a soft drink ban hasn’t happened sooner: the soft drink lobby is very powerful in Washington, and many current FDA employees come straight from the food and beverage industry.

Having soft drinks in schools is bad for childrens’ health, bad for their education, and ultimately bad for the entire nation. We would all do well to support this ban and tell soft drinks companies to peddle their disease-promoting products somewhere else. Keep our kids safe.

Rest assured, the FDA will only agree to this ban as a last resort, and under great protest from beverage manufacturers and even some schools who rely on junk food revenues to raise money.

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Americans are hooked on soft drinks, consumption up 135% since 1977, says data

News item originally published at <http://www.unc.edu/news/archives/sept04/popkin091604.html>
(Link may no longer be valid.)

- One of the simpler ways to curtail the obesity epidemic could be to cut the volume of sweetened soft drinks and fruit drinks Americans are increasingly consuming, authors of new study say.
- The study, conducted at the University of North Carolina at Chapel Hill, showed that energy intake from such drinks in the United States increased 135 percent between about 1977 and 2001.
- Authors, both at the UNC schools of public health and medicine, are Dr. Barry M. Popkin, professor of nutrition and a fellow at the Carolina Population Center, and nutrition graduate student Samara Joy Nielsen.
- "There has been considerable controversy about the promotion of soft drinks in schools and elsewhere," Popkin said.
- "Extensive research on all age groups has shown that consuming these soft drinks and fruit drinks increases weight gain in children and adults."
- One recent study even showed a link between high consumption of sweet beverages and a greatly increased risk of diabetes, he said.
- "Our new study highlights the fact that Americans in 2001 consumed more energy from sugared beverages in larger portions and more servings per day than in 1977," Popkin said.
- The decreased intake of milk is possibly related to this change in energy intake from beverages and is a negative trend because of the deficient calcium intake of Americans."
- Data analyzed came from the federally funded 1977-1978 Nationwide Food Consumption Survey, the 1989 and 1994-1996 Continuing Surveys of Food Intake by Individuals and the 1991-2001 National Health and Nutrition Examination Survey.
- "For each survey year, we calculated the percentage of total energy intake from meals and snacks separately for people age 2 to 18, 19 to 39, 40 to 59 and 60 and over," Popkin said.

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Victory! Chicago pulls soft drinks from public schools, saving children from diabetes, obesity and ADHD

It's a rare victory in the soft drink vending machine wars. Typically, public schools give in and take the cash, exploiting the health of students in order to raise badly-needed money.

News item originally published at <http://www.suntimes.com/output/elect/cst-nws-pop28.html>
(Link may no longer be valid.)

- Come Nov. 15, pop will disappear from Chicago's public schools, along with millions of extra dollars in revenue.
- The school board voted Wednesday to replace Coca-Cola products in school vending machines with juice, water and sports drinks.
- This shift, announced in April, is part of an effort to tackle the problem of childhood obesity.
- The Coke contract generated \$20.8 million over five years, split among the central office and individual schools.
- The new contract could generate as little as \$6.4 million.
- That is a conservative estimate, CPS officials say, and they pledge to give the schools the lion's share of the drink cash.
- Sean Murphy, CPS' chief operating officer, is hopeful schools won't lose money.

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Soft drinks, high-fructose corn syrup promote diabetes, says study

Data collected from a study of 51,603 nurses in the United States found that women who drank one serving of non-diet soda or fruit punch daily, which was sweetened with either sugar or high-fructose corn syrup, gained more weight, an average of 10.3 pounds, than women who drank less than one per month. The study was conducted over four years.

In addition, the sugar consumers had an 82% increased risk of developing Type 2 diabetes, since high blood sugar puts a burden on the pancreas to produce insulin. Men who drink these beverages would also be subject to the same risks.

News item originally published at:
<http://www.washingtonpost.com/wp-dyn/articles/A29434-2004Aug24.html> (Link may no longer be valid.)

- Women who drink non-diet soda or fruit punch every day gain weight quickly and face a sharply elevated risk of diabetes, according to a major study released yesterday.
- The study of more than 50,000 U.S. nurses found that those who drank just one serving of soda or fruit punch a day tended to gain much more weight than those who drank less than one a month, and

had more than an 80 percent increased risk of developing Type 2 diabetes, the most common form of the disease.

- The risk pertained to drinks sweetened with either sugar or high-fructose corn syrup.
- Although previous studies have linked such drinks to obesity and diabetes, the association has been the subject of intense debate as health activists have fought to ban soda vending machines from schools and the sugar industry has lobbied against dietary guidelines that discourage sugar consumption by children and adults.
- "The message is: Anyone who cares about their health or the health of their family would not consume these beverages," said Walter C. Willett of the Harvard School of Public Health, who helped conduct the study.
- "Parents who care about their children's health should not keep them at home."
- Other experts agreed, saying the study represented a milestone in the debate over soft drink consumption, which has skyrocketed in the past 20 years with the rising obesity epidemic.
- "While it shouldn't be surprising to anyone that soda causes weight gain because it's high in calories, these findings are very significant.
- In the study, Willett and his colleagues analyzed data collected from Nurses' Health Study II, an ongoing project involving 91,249 women designed to examine an abundance of health issues by regularly questioning the women in depth over many years.

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High soft drink consumption multiplies risk of diabetes, study shows

News item originally published at <http://msnbc.msn.com/id/5807399>
(Link may no longer be valid.)

- New diabetes study Aug. 24: New research looks at how drinking sugary drinks like sodas and fruit juices contributes to a woman's risk of developing type 2 diabetes.
- Obesity is strongly linked to type 2 diabetes --- the most common form of diabetes --- so the extra calories from soda account for at least some of the increased risk, said the Harvard University researchers who did the study.
- But the scientists said there also appears to be a link to the way the body handles the sugars in soft drinks --- a claim two outside experts said needs more research.
- Industry critical of study A soft drink trade group said the study's conclusions were not scientifically sound and that the focus should be on the unhealthy lifestyles and weight gain that can lead to diabetes --- not soft drinks.
- The soft drink study, which appears in Tuesday's Journal of the American Medical Association, involved an analysis of data from a continuing health study of 51,603 female nurses.

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- Researchers found that women drinking one or more sugar-sweetened soft drinks a day were twice as likely to develop diabetes as women who drank fewer than one a month.
- Even when they considered such factors as weight, diet and lifestyle differences, the researchers still found that women drinking sugary sodas were 1.3 times as likely to develop diabetes.
- "I think there is a very practical implication of this study, both for weight control and for type 2 diabetes --- keep soda consumption low," said Willett, chairman of the Department of Nutrition at the Harvard School of Public Health.

###

Obesity reaches ‘terrifying’ level around the world: should food companies be held responsible?

Doctors around the world are finally coming to realize that obesity is a “terrifying” epidemic. The unprecedented rise in obesity, especially among children, over the last ten years has everybody wondering, “What could be the cause of all this?”

Here’s some insight on that: the very fact that obesity has risen so dramatically over the last decade proves outright that it isn’t genetic. The gene pool hasn’t magically transformed all of a sudden. Kids today have the same genes, overall, as kids born fifty years ago.

The real answer is that obesity is caused by the modern foods we eat: refined, processed foods, primarily. It’s all those ingredients that have been stripped of their natural nutrition: white flour, refined white sugar, and high fructose corn syrup, for example. It’s the alarming rise in the consumption of soft drinks, which are now peddled to unwary children in public schools around the world. It’s the rampant promotion of junk food, soft drinks and fast food by the food industry which spends hundreds of millions of dollars each year targeting children with ads that promote disease-causing foods and drinks. And, of course, it’s the widespread presence of metabolic disruptors in the food supply: ingredients that are well known to directly promote obesity, cancer, heart disease, diabetes and other diseases.

Add it all up and you get the results we’re seeing today: six-year-old children with full-blown diabetes. One in six high school kids now clinically obese. Two-thirds of the adult population overweight. It’s a nutritional disaster.

Modern medicine, of course, still won’t acknowledge the links between foods and disease. They’re desperately seeking prescription drugs to combat obesity, ignoring the solution that’s right in front of us all: it’s the foods, folks. The foods are the culprit here. In fact, “foods” may be the wrong word, since many of the substances people eat hardly resemble real food at all. They are processed, refined, pasteurized, homogenized, preserved chunks of something that nature wouldn’t even dream of producing on its own. People stuff themselves with white bread, french fries, margarine, soft drinks, aspartame, white sugar, monosodium glutamate, loads of red meat and a hundred other ingredients that we now know promote and accelerate diseases like obesity.

What we’re seeing today, all over the world, is nothing more than cause and effect. Eat disease-causing foods, and you will be diseased. Meanwhile, Western medicine is asleep at the wheel. Doctors remain nutritionally illiterate, and very few actually seek to educate patients about good nutritional habits. Even

those that do are often met with blank stares by their patients: most people ignore good nutritional advice. They eat whatever they want, regardless of its health implications, even when made aware of them.

To top it off, there's a global problem with avoidance of physical exercise. People just don't move their bodies enough. They refuse to walk and, instead, buy electric powered scooters to buzz around town. They watch four hours of television every night, but won't spend four minutes doing jumping jacks. The general public doesn't seem very interested in taking care of their own health, and they'd rather turn it over to pharmaceuticals and medical professionals than do their own thinking.

What do you think about all this? Who do you think is to blame, if anyone, for this terrifying epidemic of obesity? Is it the fault of doctors and Western medicine? Should food companies be held responsible for the diseases caused by the products they sell? Or should consumers, ultimately, be the ones who shoulder the responsibilities? What choices have you made in terms of your own level of physical fitness and nutritional choices? The very fact that you're reading this website means you're probably one in a thousand people, so your habits are likely better than most, but could your own lifestyle use improvement as well?

For my part, I think all the parties share some of the blame here. But it starts with the people. If the people don't care about their own health, why should their doctors? Yet doctors don't try very hard to teach their patients about good nutrition, either. Most doctors, anyway. That's because they simply don't know much about good nutrition: it isn't taught in most medical schools yet (unbelievable!). Food companies, though, deserve the majority of this blame. They target and exploit young children to get them hooked on sugary, salty foods like breakfast cereals, nacho chips and soft drinks. They know full well that those taste habits carry well into adulthood, generating a lifetime of revenues at the expense of consumer health. I think it's time we started holding the food and beverage companies responsible for the health impact of the products they sell. Tobacco companies were ultimately held responsible for selling products that cause disease. Why should junk food companies be let off the hook for engaging in the same marketing behavior?

Let's face it: many foods and beverages directly promote disease. Let's admit that, get it on the record, and stop hiding behind the "choice" myth. Soft drinks make people obese. They promote diabetes. They promote bone loss. It's time the soft drink industry stopped hiding behind the myth that soft drinks can be "part of a balanced diet," a position that is clearly absurd. The bottom line: if food companies had to reimburse consumers for their health bills, food products would suddenly get a lot healthier.

All over the world, we are dying from disease because the food companies are stocking the shelves with disease-causing products.

###

Childhood obesity epidemic alarms U.S. government; legislation proposed to limit junk food, boost exercise

It will be impossible, however, to restore health to our children if we keep installing soft drink vending machines in public schools and publishing ridiculous USDA Food Guide Pyramids that refuse to tell the truth about the link between foods and chronic disease.

News item originally published at

<http://www.washingtonpost.com/wp-dyn/articles/A62046-2004Sep30.html>

(Link may no longer be valid.)

- To fight the epidemic of childhood obesity, the nation must launch a far-reaching campaign enlisting virtually every aspect of society to reduce the amount of junk food that children eat and get them exercising more, the National Academy of Sciences said yesterday.
- In the most comprehensive assessment to date of what the country should do counter the explosion in obesity among American youngsters, the academy called for an unprecedented national campaign that would involve parents, schools, food companies, and state, local and federal governments.
- "We call for action to be taken immediately, given the alarming rate at which childhood obesity is increasing in America," said Jeffrey Koplan of Emory University, a former director of the Centers for Disease Control and Prevention, who chaired the 19-member committee convened by the academy's Institute of Medicine.
- Convene a national conference to draft new guidelines aimed at curbing advertising and marketing of junk food to children and pass a law empowering the Federal Trade Commission to police the guidelines.
- State and local governments should take steps make it easier for everyone, including children, to exercise.
- The rapid rise has alarmed public health experts, because overweight children are far more likely to develop health problems.
- Although the committee has no power to implement any of the recommendations, such reports frequently have a powerful influence on important public policy debates.
- While praising the report overall, a Department of Health and Human Services official said the recommendation to convene a task force to develop advertising and marketing guidelines is outside the agency's authority.
- Beato added that the department has begun work on a number of the other recommendations, including urging the food industry to take voluntary action and ordering the FDA to update food labels.
- Marion Nestle, a nutrition expert at New York University, agreed.

###

USDA's new Food Guide Pyramid shockingly removes recommendation that people should limit consumption of added sugars

As before, the new Food Guide Pyramid is nothing more than a handout to influential food and beverage companies. And now, even with skyrocketing obesity and diabetes, the USDA has decided to remove the recommendation that people should eat less added sugars (such as the ones found in soft drinks).

Gee, could all this be because most of the panel members who made these decisions have financial ties to the very industries they're supposed to be regulating?

News item originally published at <http://www.newsday.com/news/health/ny-hsguid283945580aug28.0.6238496.story?coll=ny-health-headlines>

(Link may no longer be valid.)

- An expert panel updating the government's dietary guidelines is recommending Americans watch their calories, exercise daily and eat more whole grains, fruits, vegetables and low-fat dairy.
- The Dietary Guidelines Advisory Committee released its recommendations Friday, consisting of nine one-sentence summary guidelines, supported by dozens of pages of explanation and detail.
- They are used as a template for the school lunch program and WIC, the supplemental nutrition program for women, infants and children.
- But with two-thirds of Americans overweight and the number of people battling Type 2 diabetes on the rise, some critics charged the panel had soft-pedaled the recommendations.
- Although the full report contains specific guidelines - such as recommendations to limit eggs, meat and dairy that contain fat to reduce cholesterol - some advocates said they were too nuanced for the general public to absorb.
- Dr. Cristina Beato, acting assistant secretary for health with the U.S. Department of Health and Human Services, defended the omission of sugar from the list, saying people need to distinguish between "good" sugars, such as those in nutrient-rich fruit, and nutrient-free sugars high in calories, such as sodas.
- Dr. Walter Willett, a professor of epidemiology at the Harvard School of Public Health, welcomed the proposal, saying earlier approaches that demonized all fats while casting all carbohydrates as beneficial was a public policy mistake unsupported by science.
- Critics noted seven members of the expert panel have financial ties with food industry groups that may have influenced the wording.
- Up to one drink a day for women, two for men.

###

Soft drinks cause tooth decay and chronic disease

News from the UK says that soft drinks (“fizzy drinks”) are responsible for doubling or tripling the incidence of tooth decay among teenagers. It’s true: soft drinks cause cavities. Worse yet, they’re loaded with high fructose corn syrup which promotes both diabetes and obesity in teenagers and adults. And diet soft drinks contain aspartame, an ingredient linked to neurological disorders, blindness, and brain tumors. (Aspartame is a metabolic disruptor.)

Bottom line: soft drinks are products that promote chronic disease. Cavities are just the tip of the iceberg. In my opinion, soft drink vending machines should be banned from all schools and hospitals, carry large warning labels detailing their health effects, and be highly taxed like cigarettes. Failure to curb soft drink consumption is contributing to our growing health care crisis.

News item originally published at <http://www.medicalnewstoday.com/index.php?newsid=6510>
(Link may no longer be valid.)

Dentists in the UK say that fizzy soft drinks (sodas in the USA) have a dramatic effect on tooth erosion on teenagers. If you are a 14-year-old and you have fizzy drinks your risk of tooth erosion TRIPLES. You can read about this in the British Dental Journal. If you are 14 and have four glasses of fizzy drinks a day your risk increases by a staggering 513%. 12 year olds are less susceptible to erosion than 14 year olds, but the increase risk is still there. If a twelve-year-old has fizzy drinks his or her chances of tooth erosion goes up by 59%.

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As World Health Organization Tries To Battle Global Obesity, U.S. Sugar Giants Wage Campaign of Deception

The World Health Organization (WHO) is trying to combat rising global obesity by adopting and promoting nutritional guidelines that would urge people to drastically reduce their consumption of added sugars (like the sugars found in soft drinks, usually in the form of high fructose corn syrup). But the U.S. sugar industry, sometimes called Big Sugar, is aggressively fighting the guidelines, claiming that sugar isn’t bad for you!

Big Sugar’s position is ridiculous, of course. Refined white sugar directly promotes obesity, blood sugar disorders, Type-II diabetes, behavioral disorders such as ADD and aggression, and even cancer. These assertions are clearly revealed in the scientific literature. As Professor Kaare Norum, chair of the WHO report’s working group says, *“I regard the need for a global strategy on diet to be of paramount importance . There is an extensive body of sound scientific research now available which supports the case for immediate action to improve dietary health through the reduction in the consumption of foods containing high levels of fats, added sugars and salt and soft drinks containing high volumes of calorific sweeteners.”*

Yet Big Sugar wants to block any attempt to reduce global consumption of added sugars since, naturally, that would mean a reduction in their profits. As Professor Norum explains, *“It is significant that resistance from business interests, which included the sugar industry and soft drinks manufacturers with US government support, was also demonstrated when a previous WHO expert report, based on a scientific consultation in 1990, made similar recommendations intended to prevent diet-related chronic diseases.”*

Big Sugar's primary argument against the WHO is that sugar isn't a "bad" food. In fact, according to Big Sugar and the soft drink industry, there's **no such thing as a food that's bad for you!** To hear it in their own words, listen to Dr Riaz Khan, director-general of the World Sugar Research Organisation, who says, *"The concept of 'good food and bad food' displayed throughout Report 916 lacks scientific validity. It singles out single elements of the diet, such as sugar, meat, edible oils and dairy products as being unhealthy. It is the most basic of nutritional principles that there are 'good and bad diets', not 'good foods or bad foods'."*

In other words, according to the sugar industry, sugar isn't bad for you at all. It sounds quite familiar to the Big Tobacco executives swearing, before Congress and national television, that "nicotine is not addictive." It's a Big Lie, and it is repeated for one purpose: to save their profits. If people realize that sugar promotes obesity and disease, they might eat less of it, and that would hurt the profits of the sugar industry. So to prevent that, the industry broadcasts what can only be called "nutritional lies" about the health effects of refined white sugar.

It is precisely this sort of behavior that has made the United States **the world's largest exporter of disease**. As a nation, we export more disease-causing foods and beverages than any country on the globe, and when consuming countries want to protect themselves from the ravaging health effects of our disease-causing products, we call them liars and insist that there's no such thing as an unhealthy food. It's the American way, of course: maximize profits at the expense of public health. The pharmaceutical industry and the FDA are all too familiar with that line of thinking, and it's rampant in the food and beverage industry as well. Too many Americans will do anything for a buck, including blatantly promoting products that cause untold death and suffering around the world. Not that America has a monopoly on evil, of course, but ever since the Bush Administration took office, we seem to be far more effective at actually spreading that evil.

The Bush Administration is relevant to the sugar debate, by the way: Big Sugar raised millions of dollars for his reelection campaign, and since U.S. taxpayers send enormous checks to U.S. sugar growers in the form of federally-approved subsidies, it appears that Big Sugar's involvement in politics will remain high. Top level executives of the sugar industry reportedly have direct phone access to President Bush. It's not hard to tell that there's a high degree of political corruption at work here.

News item originally published at <http://www.sundayherald.com/40258>
(Link may no longer be valid.)

In a few hours, inside a wood-paneled room in the Swiss capital's heart, 32 officials and diplomats would gather to consider a blueprint for combating obesity, one of the greatest health problems sweeping the globe. Among the raft of proposals contained in the report were plans for national guidelines on diet and physical activity, a ban on food marketing that exploits children, and a better food labeling system. However, one part more than any other has transformed the report into a global battlefield -- a clause that suggests only 10% of the average energy intake for an adult should come from added sugar.

###

Overweight children especially tempted by junk foods and soft drinks

Junk food marketers must be celebrating this finding: the more obese a child, the less they're able to resist stuffing their faces with junk foods and soft drinks. Hence, they get even more obese and their appetite increases even further. It's a soft drink marketing dream come true!

News item originally published at http://story.news.yahoo.com/news?tmpl=story&cid=541&ncid=751&e=6&u=/ap/20031015/ap_on_he_me/fast_food

(Link may no longer be valid.)

Overweight children appear to be especially susceptible to the lure of fast food, a study found. They stuff themselves even more ravenously than other youngsters do and are less able to compensate by eating sparingly the rest of the day. Even though the drive-through window is often blamed for Americans' big and growing weight problem, its exact role is less clear, since people overindulge in many ways while getting little exercise. "Eat as much or as little as you like, until you have had enough," the youngsters were told. Everyone started out with the equivalent of a supersize value meal of chicken nuggets, fries, cola and cookies that added up to 2,100 calories.

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What the Experts Say About Soft Drinks

Expert	Quote
<p>James A Howenstine M.D.</p> <p>A Physician’s Guide to Natural Health Products That Work</p>	<p>“In an interesting experiment the sugar from one soft drink was able to damage the white blood cells’ ability to ingest and kill gonococcal bacteria for seven hours.”</p> <p>“Soft drinks also contain large quantities of phosphorus, which when excreted pulls calcium out of the bones. Heavy users of soft drinks will have osteoporosis along with their damaged arteries.”</p>
<p>James Duke PhD</p> <p>The Green Pharmacy : The Ultimate Compendium Of Natural Remedies From The World’s Foremost Authority On Healing Herbs</p>	<p>“And watch out for cola soft drinks, which are very high in bone-dissolving phosphorus.”</p>
<p>Marion Nestle</p> <p>Food Politics: How the Food Industry Influences Nutrition and Health (California Studies in Food and Culture)</p>	<p>“Soft drinks are the single greatest source of caffeine in children’s diets; a 12-ounce can of cola contains about 45 milligrams but the amounts in more potent soft drinks can exceed 100 milligrams— a level approaching that found in coffee.”</p> <p>“Soft drinks have replaced milk in the diets of many American children as well as adults. School purchases reflect such trends. From 1985 to 1997, school districts decreased the amounts of milk they bought by nearly 30% and increased their purchases of carbonated sodas.”</p> <p>“The relationship between soft drink consumption and body weight is so strong that researchers calculate that for each additional soda consumed, the risk of obesity increases 1.6 times.”</p> <p>“Adolescents who consume soft drinks display a risk of bone fractures three to four-fold higher than those who do not.”</p> <p>“Sugar and acid in soft drinks so easily dissolve tooth enamel.”</p> <p>“Americans drink 13.15 billion gallons of carbonated drinks every year.”</p>

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Expert	Quote
<p>William Duffy</p> <p>*The doctor speaking in these dialogs is, Dr. McCay, the nutritionist at the Naval Medical Research Institute.</p>	<p>“I was amazed to learn,” he testified, “that the beverage contained substantial amounts of phosphoric acid. . . . At the Naval Medical Research Institute, we put human teeth in a cola beverage and found they softened and started to dissolve within a short period... The acidity of cola beverages ... is about the same as vinegar. The sugar content masks the acidity, and children little realize they are drinking this strange mixture of phosphoric acid, sugar, caffeine, coloring, and flavoring matter.”</p>
<p>Carol Simontacchi</p> <p>The Crazy Makers: How the Food Industry Is Destroying Our Brains and Harming Our Children</p>	<p>“One liter of an aspartame-sweetened beverage can produce about fifty-six milligrams of methanol. When several of these beverages are consumed in a short period of time (one day, perhaps), as much as two hundred fifty milligrams of methanol are dumped into the bloodstream, or thirty-two times the EPA limit.”</p> <p>“What may happen, in the face of day-to-day, continuously high levels of sodium in the diet and the bloodstream, is that we experience a type of acute hypernatremia—not enough to kill us or cause the myelin sheath to lose its integrity, but enough to keep our sodium potassium pump slightly dysregulated and throw off the electrical system of the brain.... Americans drink soft drinks that are often loaded with more sodium and which further unbalance the mineral stores.”</p>
<p>Greg Critser</p> <p>Fat Land : How Americans Became the Fattest People in the World</p>	<p>“A joint study by Harvard University and Boston Children’s Hospital researchers in February 2001 concluded that such excess liquid calories inhibited the ability of older children to compensate at mealtime, leading to caloric imbalance and, in time, obesity.”</p> <p>“One extra soft drink a day gave a child a 60 percent greater chance of becoming obese. One could even link specific amounts of soda to specific amounts of weight gain. Each daily drink added .18 points to a child’s body mass index (BMI). This, the researchers noted, was regardless of what else they ate or how much they exercised. “Consumption of sugar [high fructose corn syrup]-sweetened drinks,” they concluded, “is associated with obesity in children.”</p>

Expert	Quote
<p>Samuel S. Epstein MD</p> <p>The Safe Shopper's Bible : A Consumer's Guide to Nontoxic Household Products</p> <p>www.preventcancer.com</p>	<p>"Saccharin is a 100-year-old non-nutritive, non-caloric sweetening agent... its use has exploded over the last twenty years as a staple of the diet food and drink craze. Its major current consumption is in diet pop by teenagers, and not by diabetics and the obese. The public now firmly believes that foods containing saccharin are effective in weight control, and has been persuaded by the soft drink industry (through the Calorie Control Council) that these benefits outweigh any possible health risks."</p> <p>"More than a dozen animal tests over the last thirty years have demonstrated the carcinogenic effects of saccharin in the bladder and other sites, particularly female reproductive organs, and in some instances at doses as low as the equivalent of one to two bottles of diet pop daily."</p> <p>"The public board of inquiry concluded that experimental data "...do not rule out an oncogenic effect of aspartame, and that, to the contrary, they appear to suggest the possibility that aspartame, at least when administered in the 'huge' quantities employed in the studies, may contribute to the development of brain tumors." Until these controversial findings on brain cancer in experimental animals have been resolved, use this product sparingly, if at all."</p> <p>"PET bottling and packaging: Polyethylene terephthalate (PET) is used extensively in soft drink containers. PET bottles can release small amounts of dimethyl terephthalate into foods and beverages. Although the National Cancer Institute claims that dimethyl terephthalate is noncarcinogenic, these results have been questioned. Some experts believe this compound to be carcinogenic."</p>
<p>Neal Barnard MD</p> <p>Foods That Cause You to Lose Weight: : The Negative Calorie Effect</p>	<p>"Another advantage of avoiding sodas is that you will avoid the caffeine that is in many of them. Caffeine is a weak diuretic that causes calcium loss via the kidneys."</p>

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Expert	Quote
<p data-bbox="201 365 503 428">Michael Murray ND and Joseph Pizzorno ND</p> <p data-bbox="201 462 519 554">Encyclopedia of Natural Medicine, Revised Second Edition</p>	<p data-bbox="587 365 1380 525">“The allergenicity of penicillin in the general population is thought to be at least ten percent. Nearly 25 percent of these individuals will display hives, angioedema, or anaphylaxis upon ingestion of penicillin.... hives and anaphylactic symptoms have been traced to penicillin in milk, soft drinks, and frozen dinners.”</p> <p data-bbox="587 558 1393 810">“Many general dietary factors have been suggested as a cause of osteoporosis, including: low calcium-high phosphorus intake, high-protein diet, high-acid-ash diet, high salt intake, and trace mineral deficiencies. It appears that increased soft drink consumption is a major factor that contributes to osteoporosis. A deficiency of vitamin K leads to impaired mineralization of bone. Boron deficiency may contribute greatly to osteoporosis as well as to menopausal symptoms.”</p> <p data-bbox="587 844 1393 1003">“Soft drinks have long been suspected of leading to lower calcium levels and higher phosphate levels in the blood. When phosphate levels are high and calcium levels are low, calcium is pulled out of the bones. The phosphate content of soft drinks like Coca-Cola and Pepsi is very high, and they contain virtually no calcium.”</p> <p data-bbox="587 1037 1393 1129">“The United States ranks first among countries in soft drink consumption. The per-capita consumption of soft drinks is in excess of 150 quarts per year, or about three quarts per week.”</p> <p data-bbox="587 1163 1393 1226">“Soft drink consumption in children poses a significant risk factor for impaired calcification of growing bones.”</p> <p data-bbox="587 1260 1406 1541">“Of the fifty-seven children who had low blood calcium levels, thirty-eight (66.7 percent) drank more than four bottles (12 to 16 ounces per bottle) of soft drinks per week, but only forty-eight (28 percent) of the 171 children with normal serum calcium levels consumed as much soft drink ... These results more than support the contention that soft drink consumption leads to lower calcium levels in children. This situation that ultimately leads to poor bone mineralization, which explains the greater risk of broken bones in children who consume soft drinks.”</p>

Expert	Quote
<p>Dr. Earl Mindell</p> <p>Earl Mindell's New Vitamin Bible</p>	<p>"Recent research has linked soft drinks with childhood obesity— and an estimated 200 school districts nationwide have contracts with soft drink companies that give them exclusive rights to sell their products in schools."</p> <p>"Saccharin is a noncaloric petroleum derivative estimated to be three hundred to five hundred times sweeter than sugar... It's used in diet soft drinks... Studies done in the 1970s linked saccharin ingestion to bladder cancer in laboratory animals"</p> <p>"Children who drink large quantities of diet sodas containing aspartame are particularly vulnerable to its dangerous side effects."</p> <p>"Aspartame contains methyl or wood alcohol, which can affect fetal brain development."</p> <p>"Twenty-one percent of the sugar in the American diet comes from soft drinks! That's more than just an unhealthy consumption of empty calories. It is a dangerous overload of caffeine and potentially hazardous, nutrient-depleting additives."</p> <p>"Soft drinks contain large amounts of phosphorus, which can throw off the body's calcium/phosphorus ratio (twice as much calcium as phosphorus), decreasing calcium as well as reducing your body's ability to use it."</p> <p>"For anyone over age 40, soft drinks can be especially hazardous because the kidneys are less able to excrete excess phosphorus, causing depletion of vital calcium."</p> <p>"Heavy soft drink consumption can interfere with your body's metabolization of iron and diminish nerve impulse transmission."</p> <p>"Cola drinks can interact adversely with antacids, possibly causing constipation, calcium loss, hypertension, nausea, vomiting, headaches, and kidney damage."</p> <p>"Soft drinks can decrease the antibacterial action of penicillin and ampicillin."</p> <p>"Diet sodas that are low in calories are high in sodium. Too much salt in the diet may cause more calcium to be excreted in the urine and increase the risk of osteoporosis."</p> <p>"Excessive consumption of soft drinks, which are high in phosphorus, can also deplete you of calcium and increase your chances of osteoporosis."</p>

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Expert	Quote
<p>Jean Carper</p> <p>Food: Your Miracle Medicine : How Food Can Prevent and Cure over 100 Symptoms and Problems</p>	<p>“Tests at Johns Hopkins University School of Medicine by Roland R. Griffiths, MD, show caffeine withdrawal can strike people who drink a single cup of strongly brewed coffee or drink caffeinated soft drinks everyday. Further, Dr. Griffiths discovered that caffeine-withdrawal symptoms include not only headache, but also fatigue, mild depression, muscle pain and stiffness, flu-like feelings, nausea and vomiting.”</p> <p>“Those consuming at least one cup of a caffeine-containing beverage per day, such as coffee, tea or soft drinks, were more prone to PMS. And the more caffeine they consumed, the more severe their PMS symptoms.”</p>
<p>Elson M Haas MD</p> <p>The Detox Diet: A How-To & When-To Guide for Cleansing the Body</p>	<p>“Phosphorus is found in most foods but soda pops, diet pops... contain especially high amounts. The ideal dietary phosphorus-calcium ratio is about 1:1. The ratio in the average American diet is often greater than 2:1 and sometimes even 4:1 or 5:1. At those levels, excess calcium is removed from bone and eliminated, blood levels are reduced, and there is bone demineralization. A diet high in phosphorus and low in calcium has been shown to cause bone loss and increase tissue calcification.”</p> <p>“Tooth loss, periodontal disease, and gingivitis can be problems, especially with a high phosphorus intake, particularly from soft drinks. All kinds of bone problems can occur with prolonged calcium deficiency, which causes a decrease in bone mass. Rickets in children, osteomalacia (decreased bone calcium) in adults, and osteoporosis (porous and fragile bones) can occur when calcium is withdrawn from bones faster than it is deposited. Fractures are more common with osteoporosis—almost eight million yearly in the United States are related to this prevalent nutritional deficiency disease”</p> <p>“High dietary phosphorus, as is found in a diet with meats, soft drinks, and other convenience foods, can readily affect calcium metabolism. Potential calcium deficiency symptoms may be more likely when the phosphorus intake is very high. A low calcium-to-phosphorus ratio in the diet increases the incidence of hypertension and the risk of colon-rectal cancer.”</p>

Expert	Quote
<p>Barnet Meltzer MD Food Swings: Make the Life-Changing Connection Between the Foods You Eat and Your Emotional Health and Well-Being</p>	<p>“But soft drinks are far from soft. High in phosphorous and phosphoric acid, they infiltrate bodily fluids and corrode stomach linings, upset the alkaline-acid balance of the kidneys, and eat away at your liver like Hannibal Lecter. Soft drinks also contain hidden caffeine, refined sugar, and artificial chemicals.”</p>
<p>Ralph T Golan ND Optimal Wellness</p>	<p>“Avoid processed foods and cola soft drinks; their phosphates can also cause calcium loss and excretion.”</p>
<p>Dr. Gary Null “Natural Living” radio show Gary Null’s Power Aging</p>	<p>“A study on the relationship between caffeine and fertility found that... just one caffeinated soft drink per day was associated with a reduced monthly chance of conception of 50 percent.”</p>
<p>James A May, United American Industries Inc.</p>	<p>“Absorption in primates is hastened considerably if the methanol is ingested as free methanol as it occurs in soft drinks after the decomposition of aspartame during storage or in other foods after being heated. Regardless of whether the aspartame-derived methanol exists in food in its free form or still esterified to phenylalanine, 10 percent of the weight of aspartame intake of an individual will be absorbed by the bloodstream as methanol within hours after consumption.”</p>
<p>Marcia Zimmerman CN The A.D.D. Nutrition Solution : A Drug-Free 30 Day Plan</p>	<p>“Sodium benzoate Sodium benzoate is used as a preservative (microbial control) in foods, including soft drinks, fruit juices, margarine, confections, pickles, and jams. Sodium preservatives add sodium to the diet and reduce the availability of potassium. Some reported reactions to sodium benzoate include recurring urticaria (rash), asthma, and eczema.”</p>

The Five Soft Drink Monsters

Expert	Quote
Joseph E Pizzorno and Michael T Murray Encyclopedia of Natural Medicine	“Soft drink consumption may be a major factor for osteoporosis as they are high in phosphates but contain virtually no calcium. This leads to lower calcium levels and higher phosphate levels in the blood. The United States ranks first among countries for soft drink consumption with a per capita consumption of approximately 15 ounces a day.”
Gary Null “Natural Living” radio show Gary Null’s Power Aging	“It should be noted here that soft drinks are the number one source of phosphorus in the American diet today... According to Dr. Steenblock, excess phosphorus is one of the major contributing factors to the development of osteoarthritis.”

About the Author



The Health Ranger (Mike Adams) is a holistic nutritionist with over 5,000 hours of study on nutrition, wellness, food toxicology and the true causes of disease and health. He is well versed on nutritional and lifestyle therapies for weight loss and disease prevention / reversal. Adams uses no prescription drugs whatsoever and relies exclusively on natural health, whole foods, superfoods, nutritional supplements and exercise to achieve optimum health. To prove the value of nutrition and physical exercise in enhancing health, Adams publishes detailed statistics on his own blood chemistry (with full lab results) at <http://www.newstarget.com/AdamsHealthStats.html>

For additional books authored by Mike Adams, visit www.TruthPublishing.com. To read timely articles and commentary on today's health topics, visit www.NewsTarget.com. For free access to Adams' book on superfoods, visit www.ChlorellaFactor.com.





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