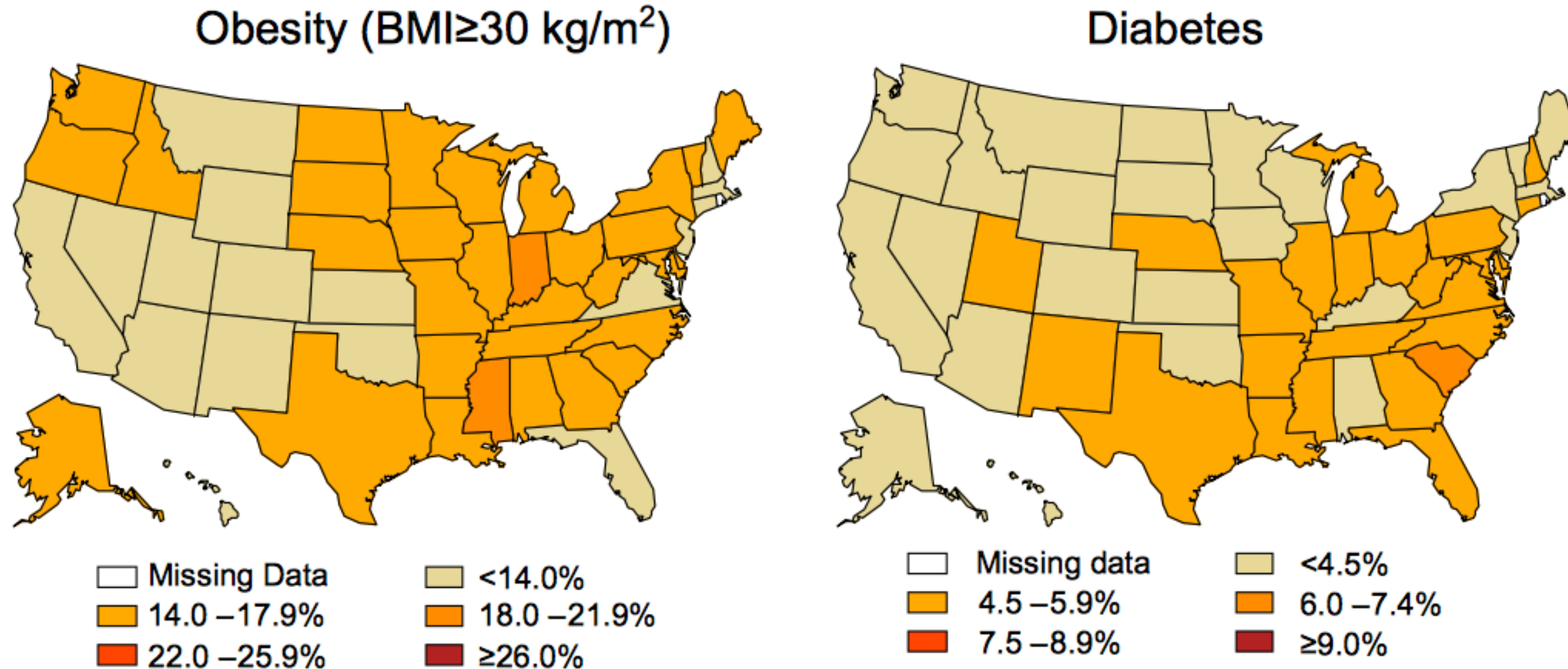


# THE ENEMY

The devil doesn't come to you with red face  
and horns, he comes to you disguised as  
everything you ever wanted  
- Tucker Max

# Age-Adjusted Prevalence of Obesity and Diagnosed Diabetes Among US Adults

1994



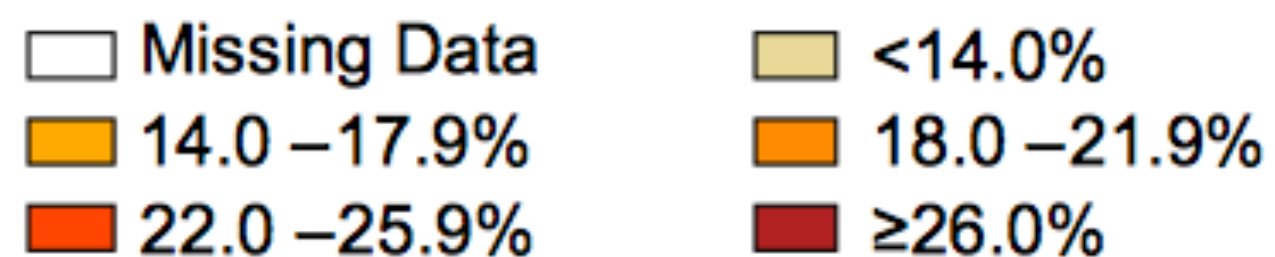
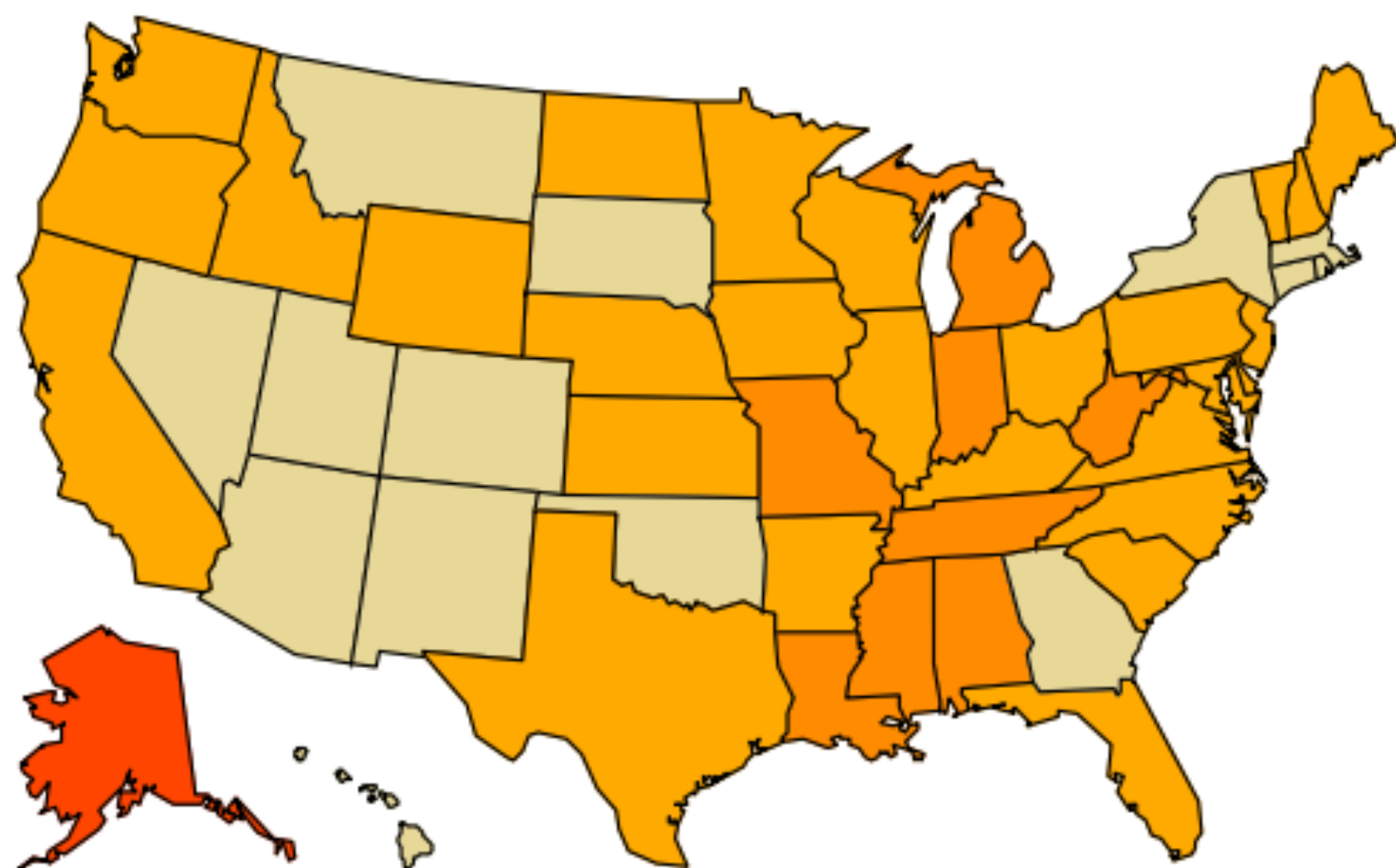
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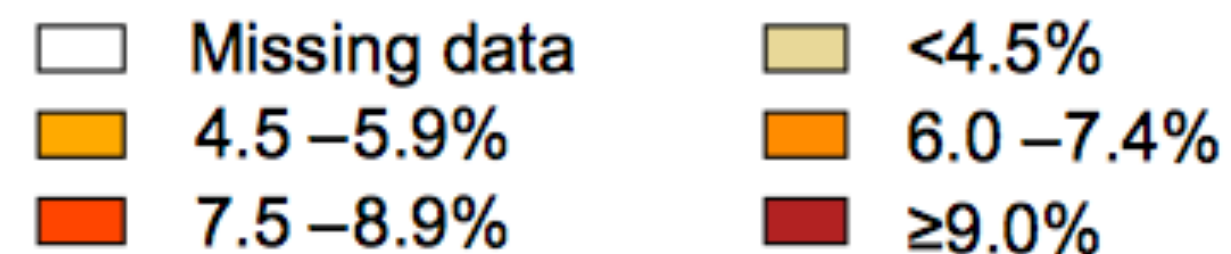
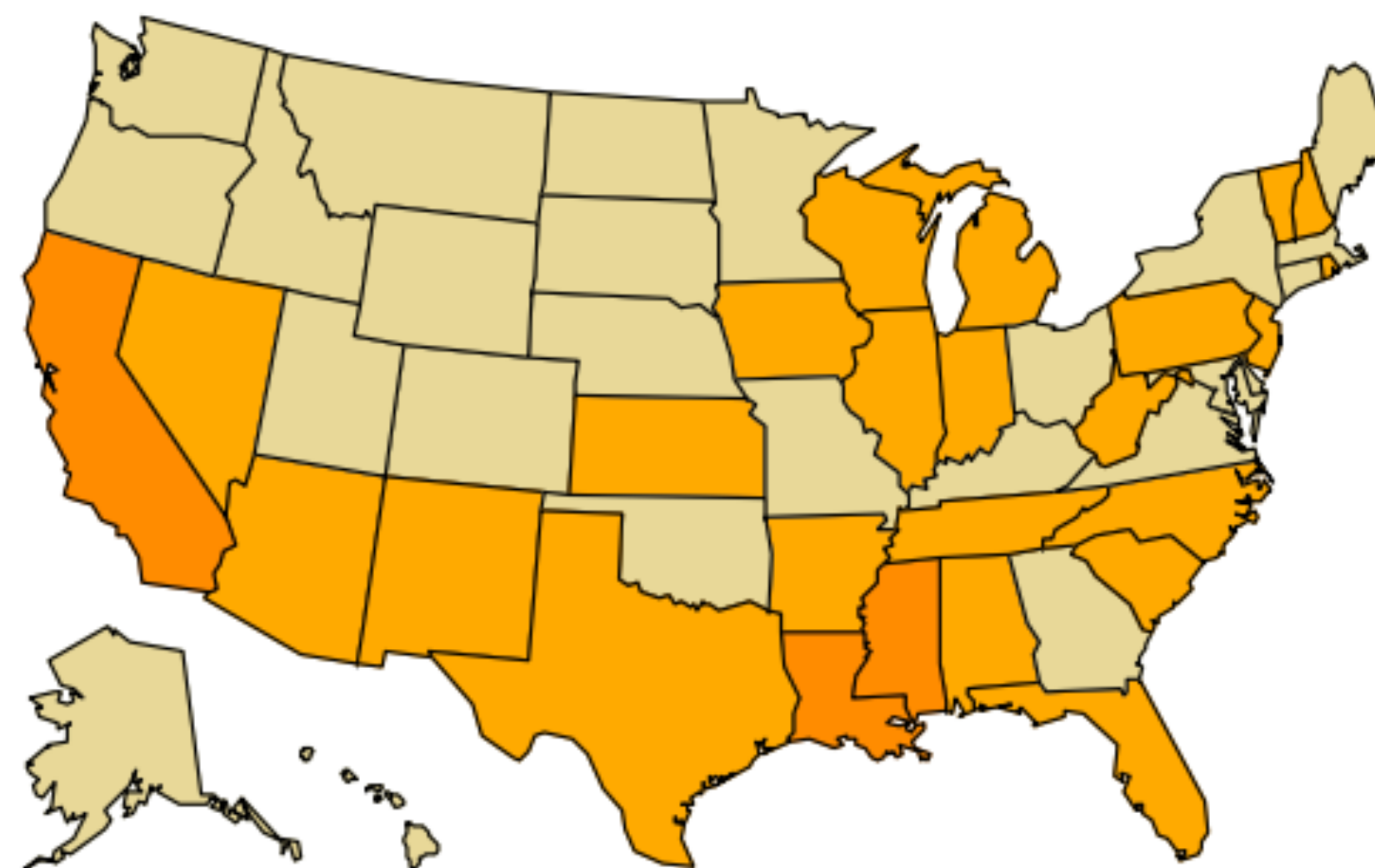
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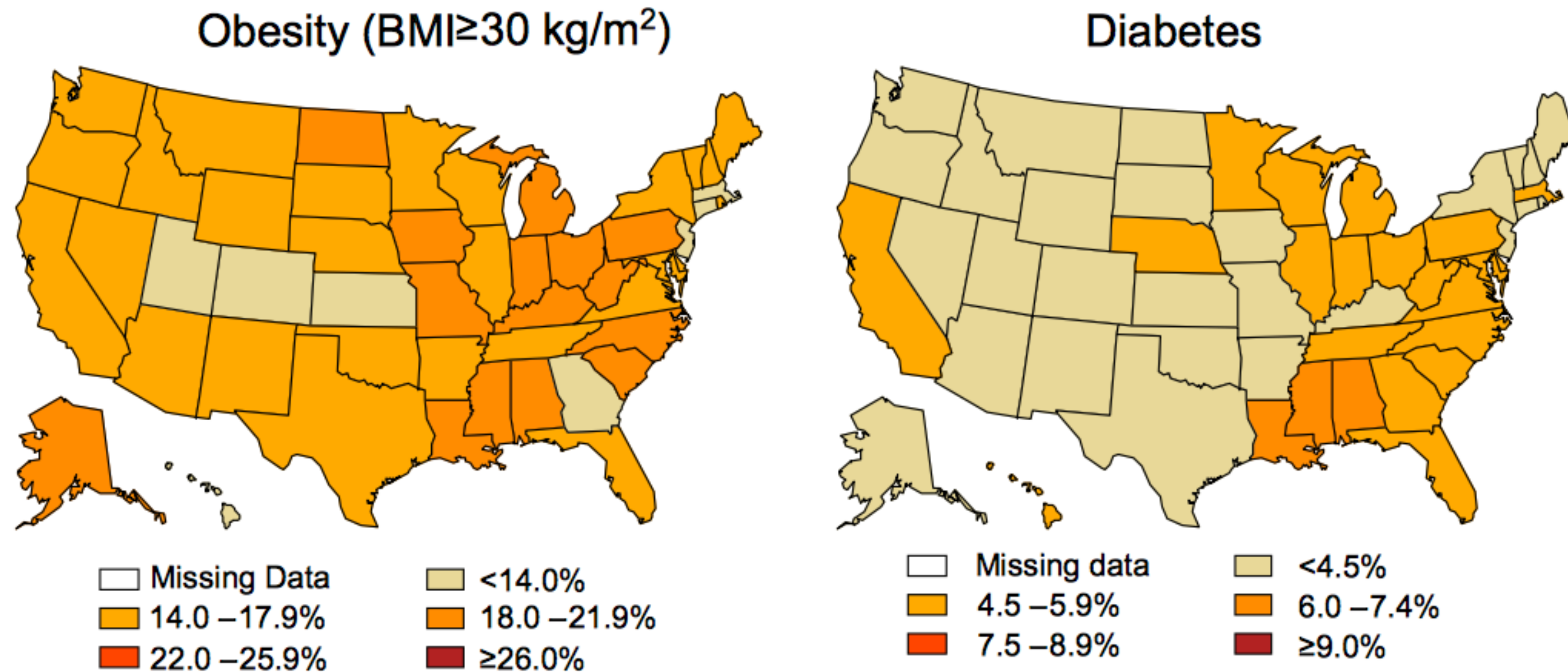


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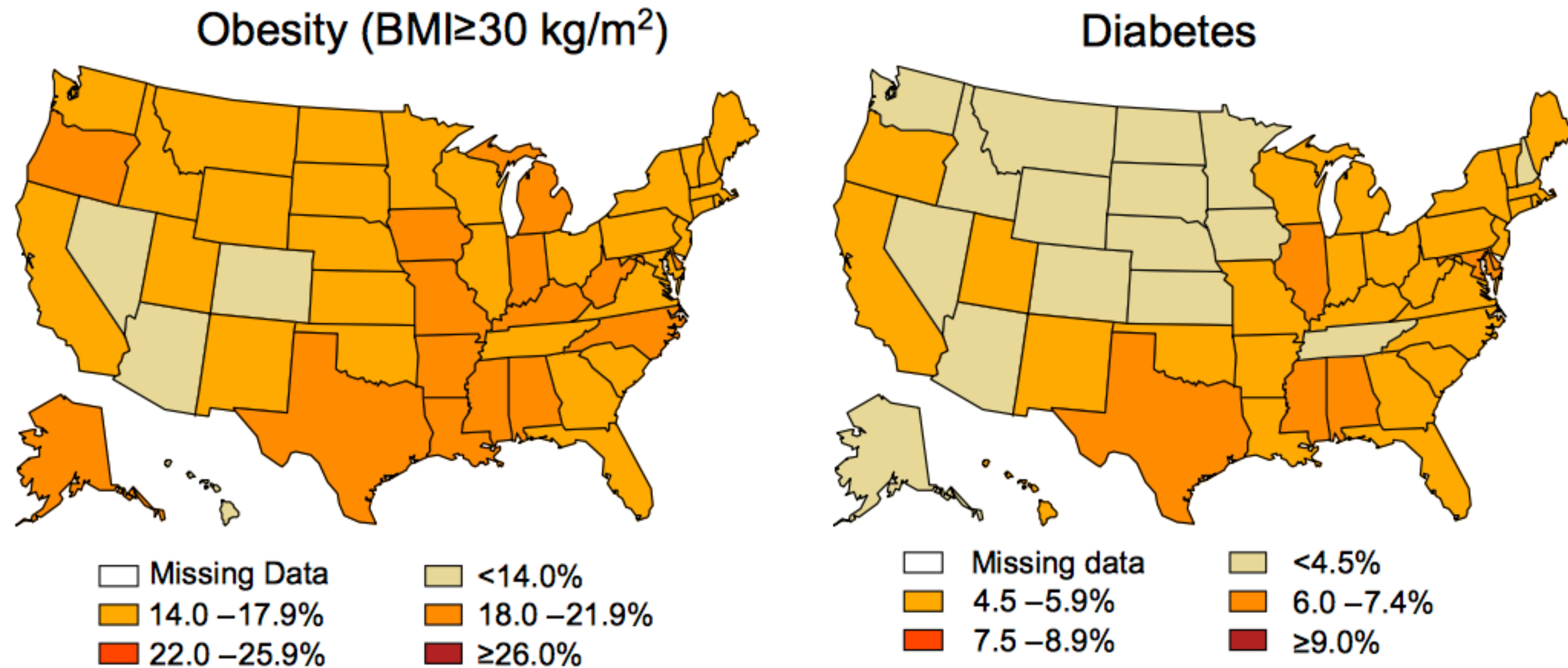


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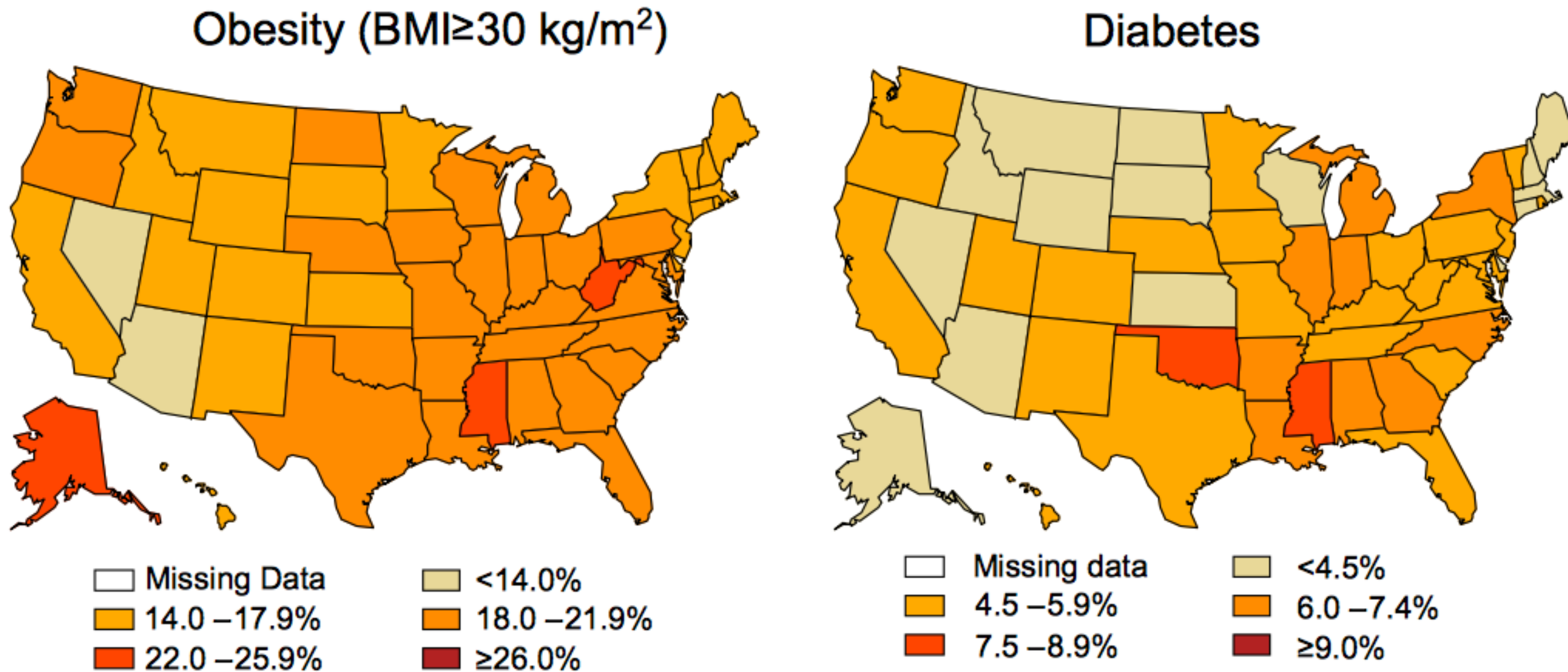


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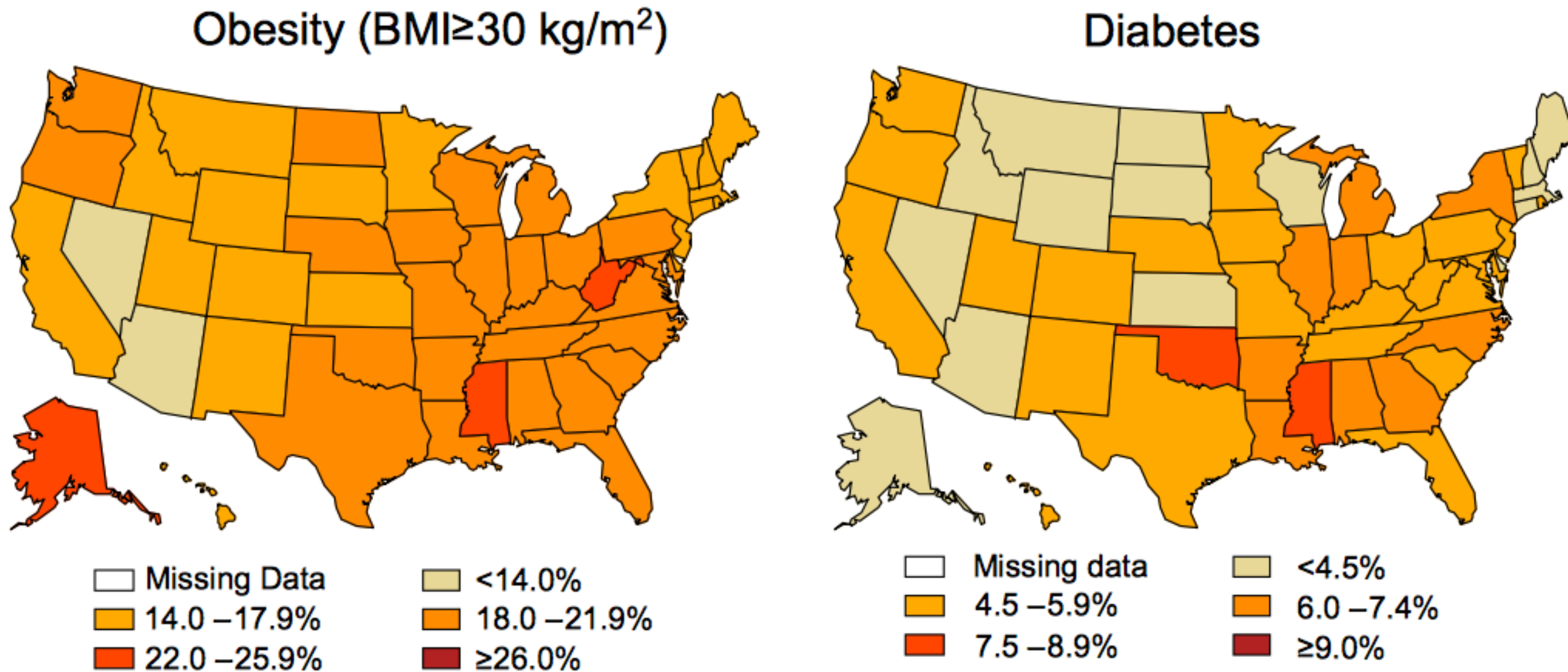


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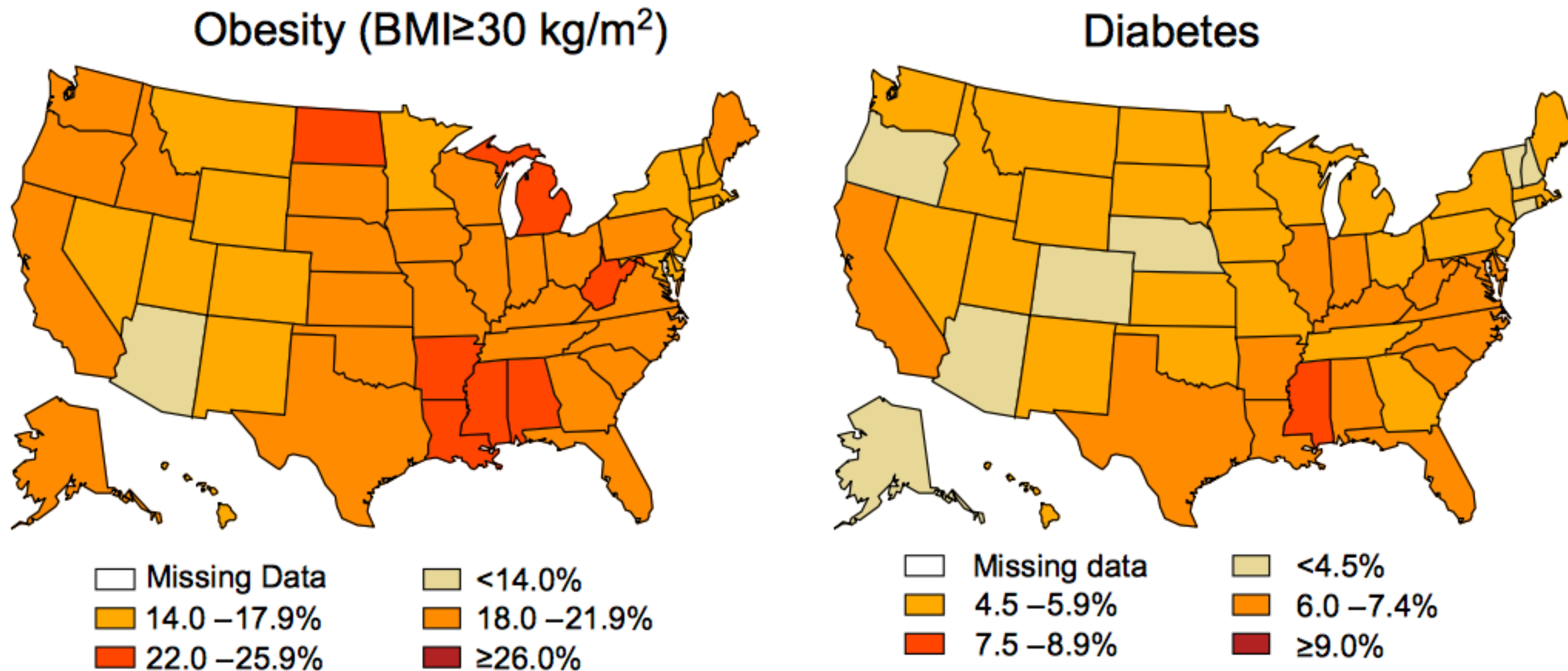
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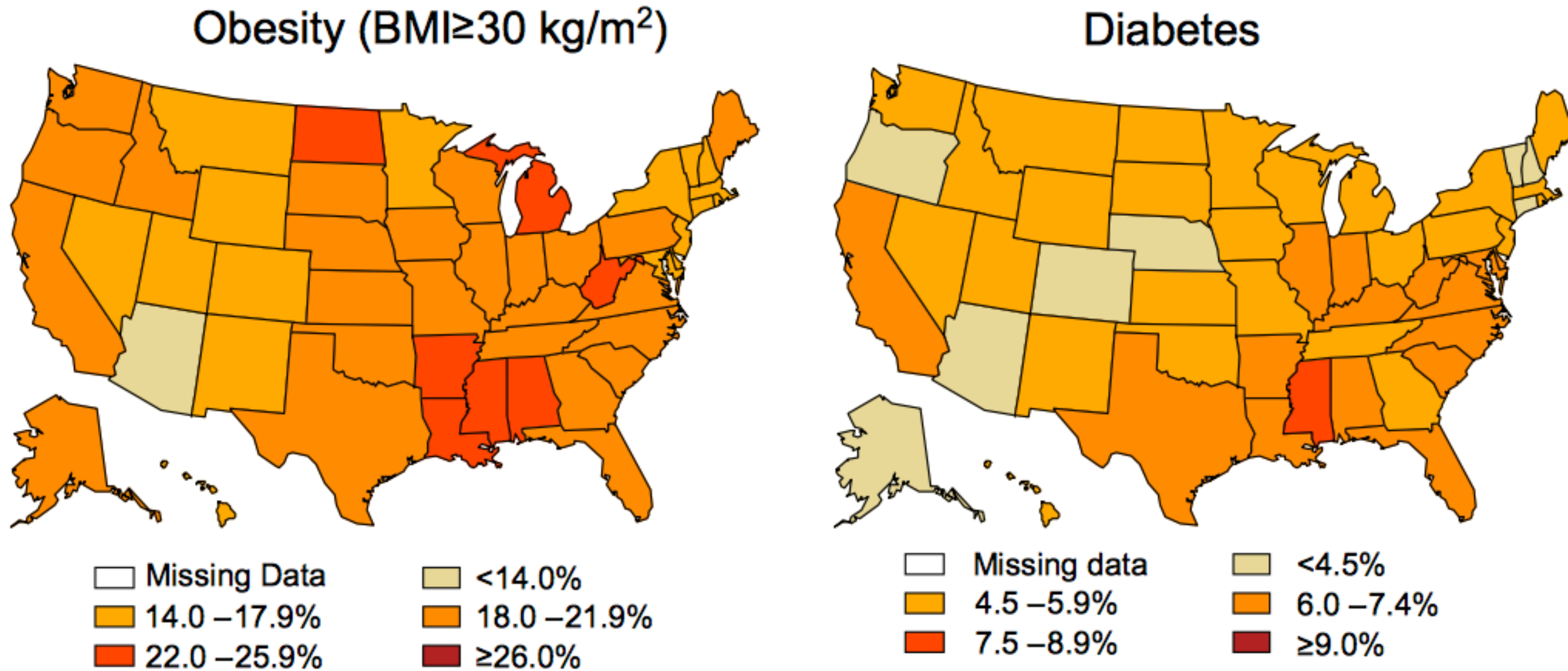


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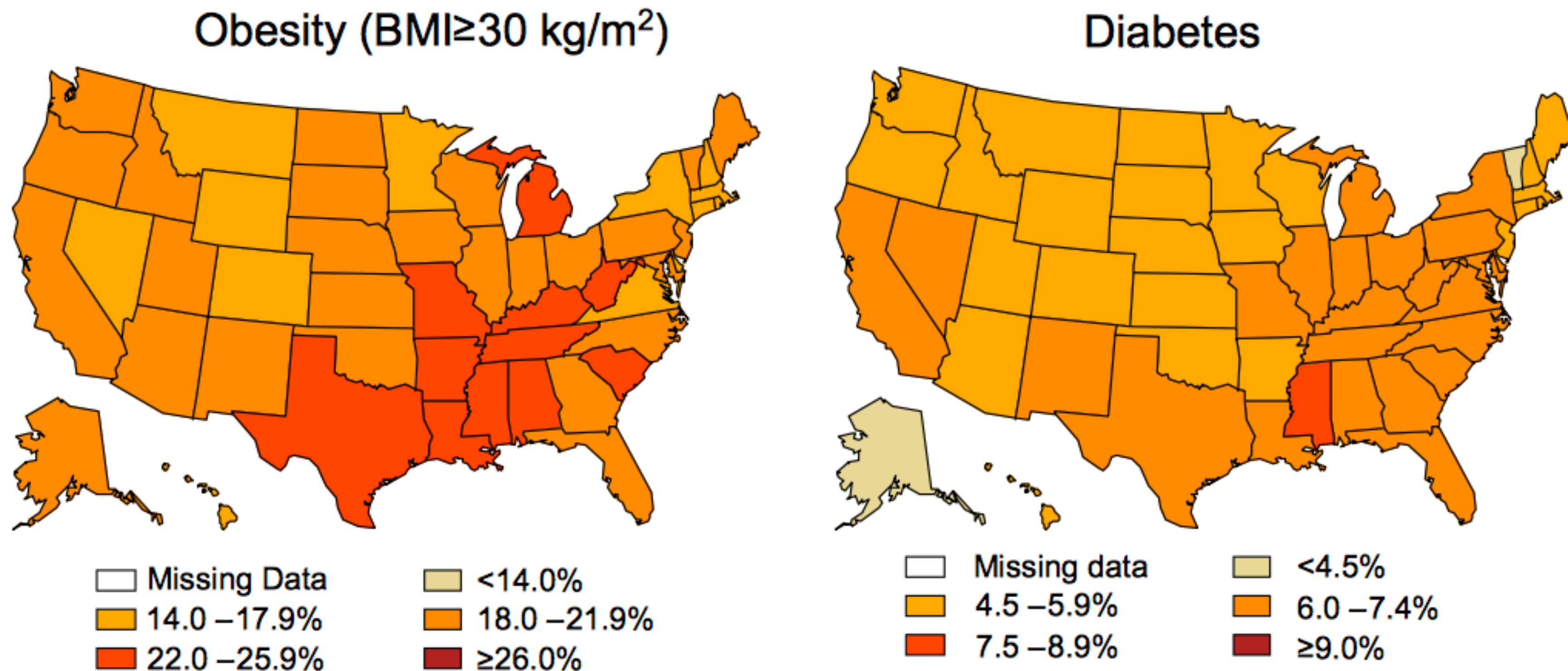


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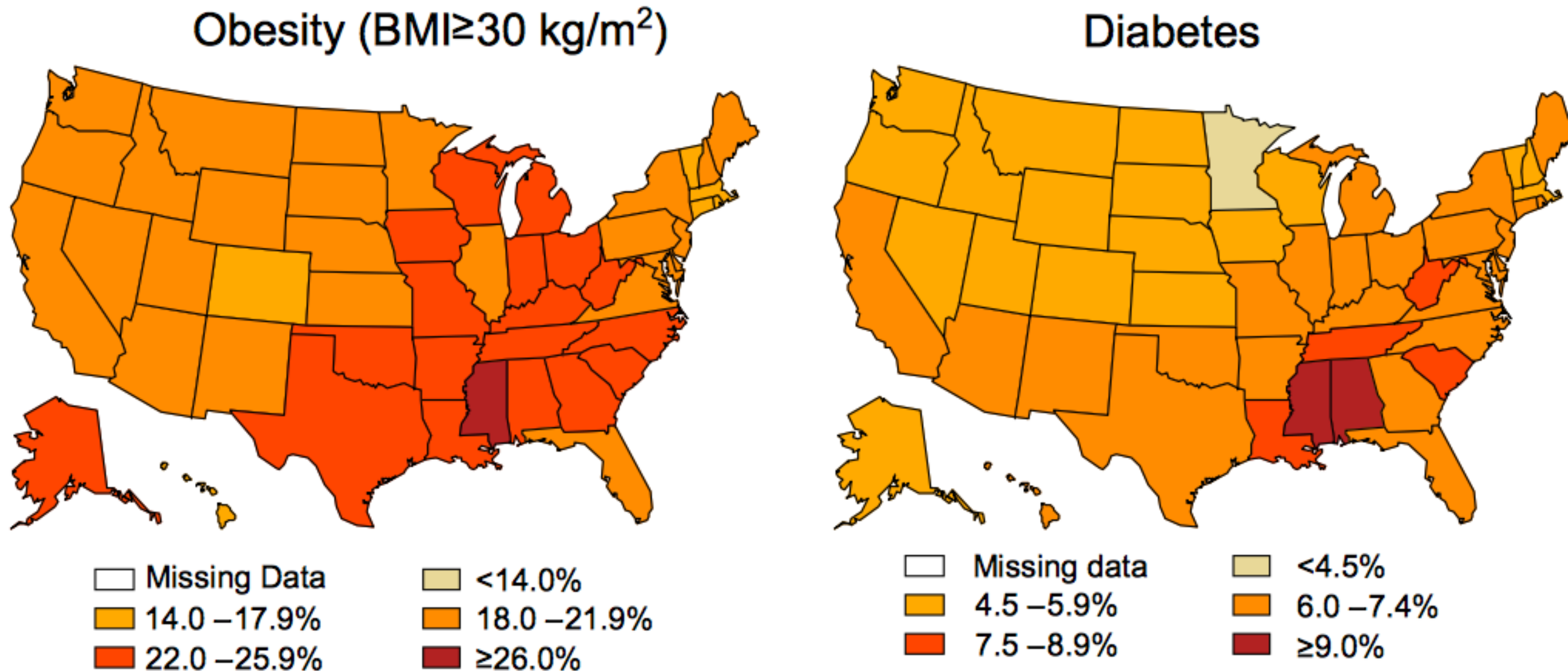


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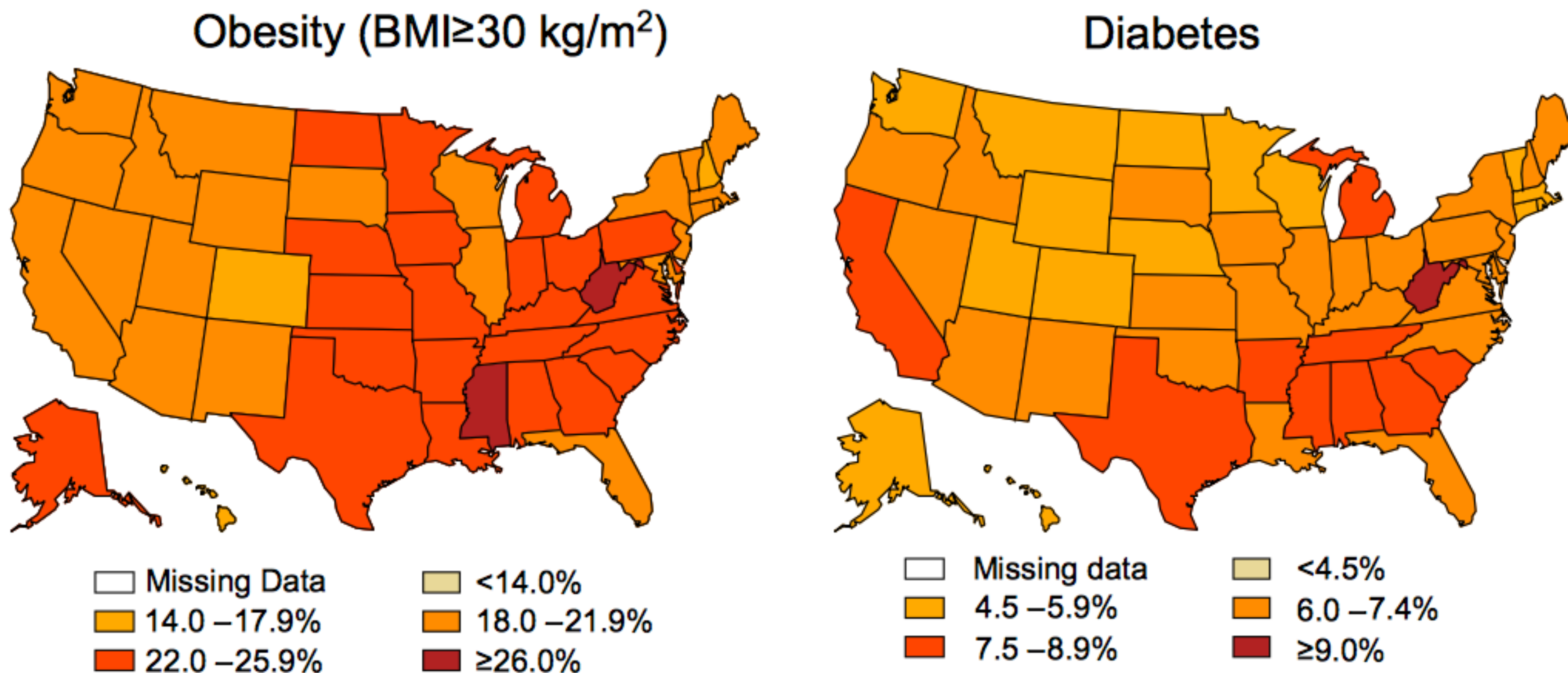


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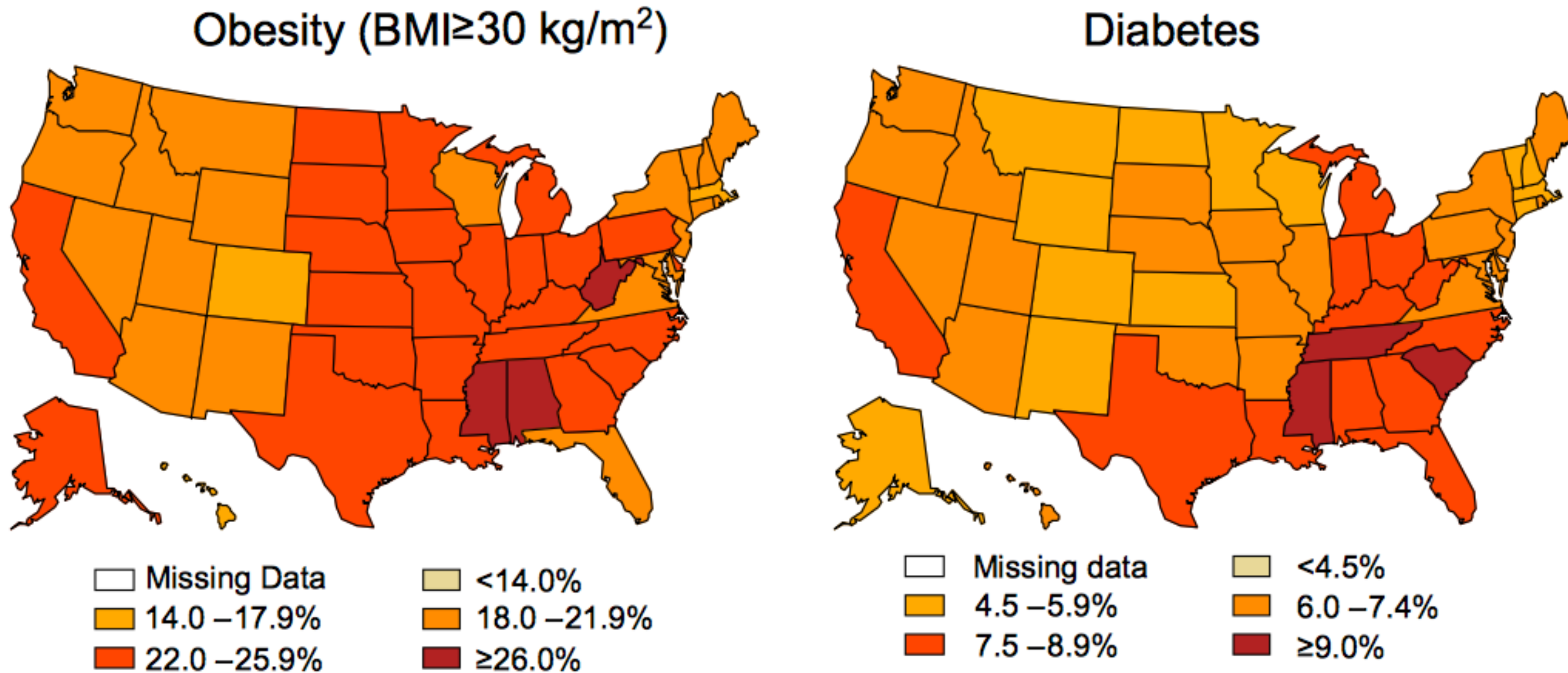


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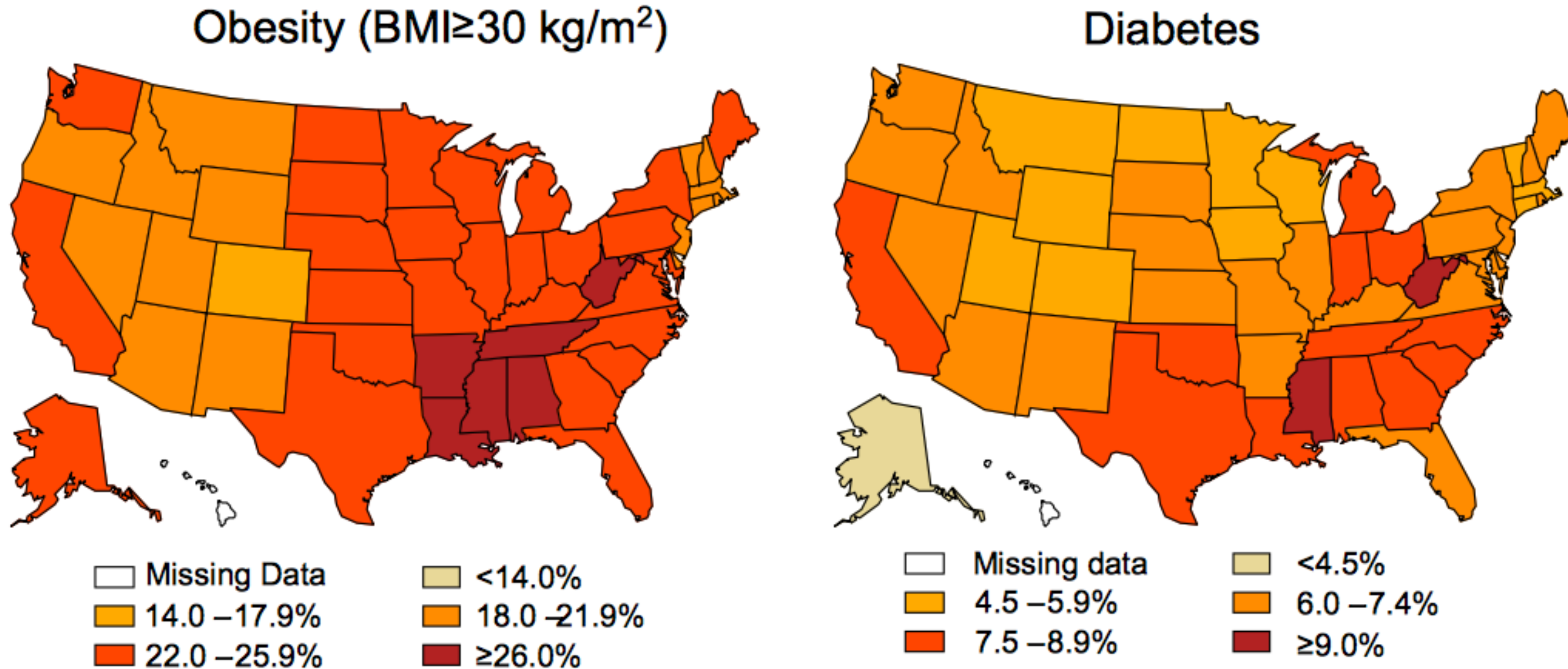


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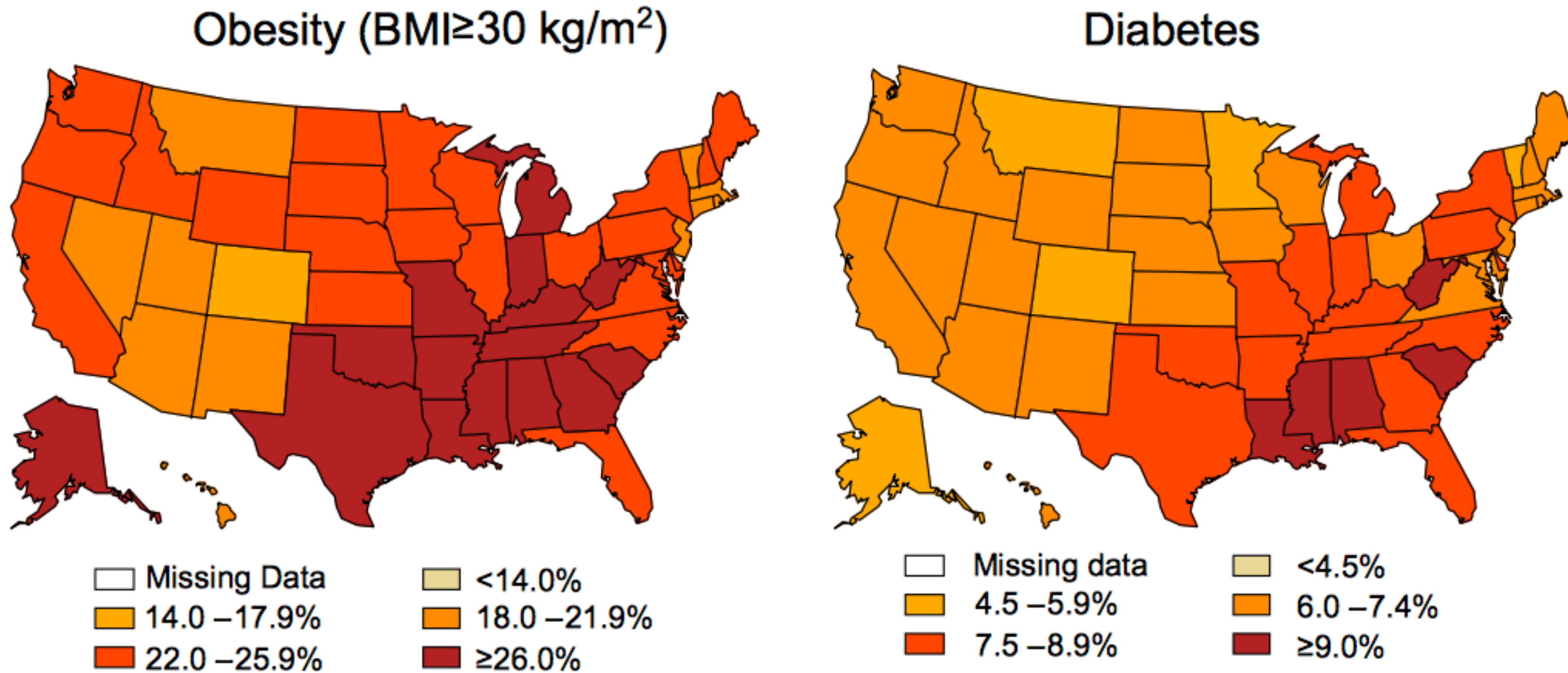


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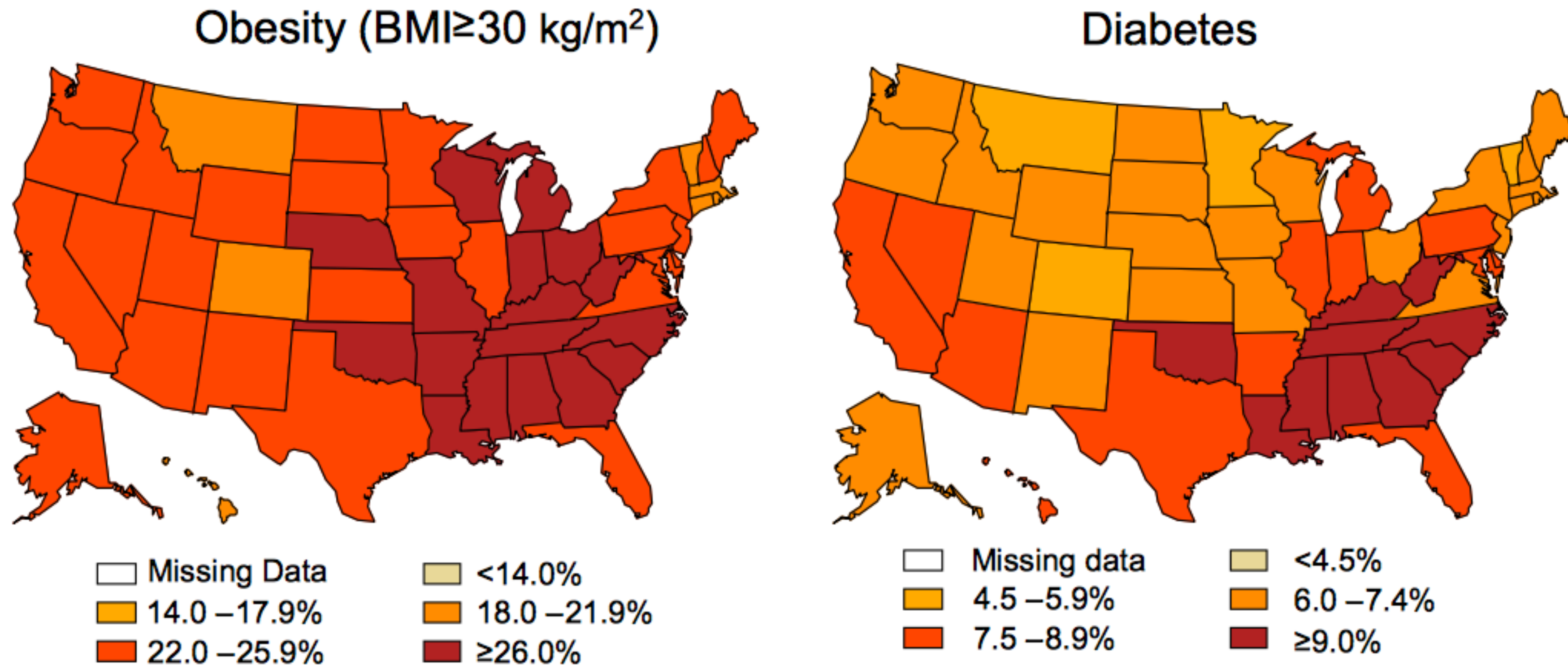
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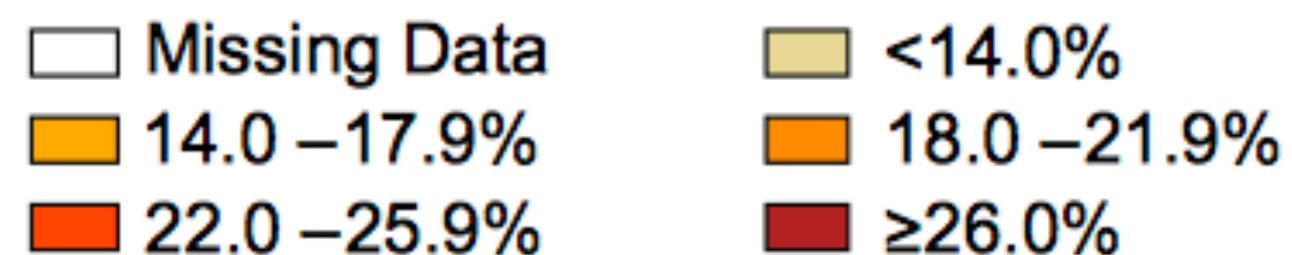
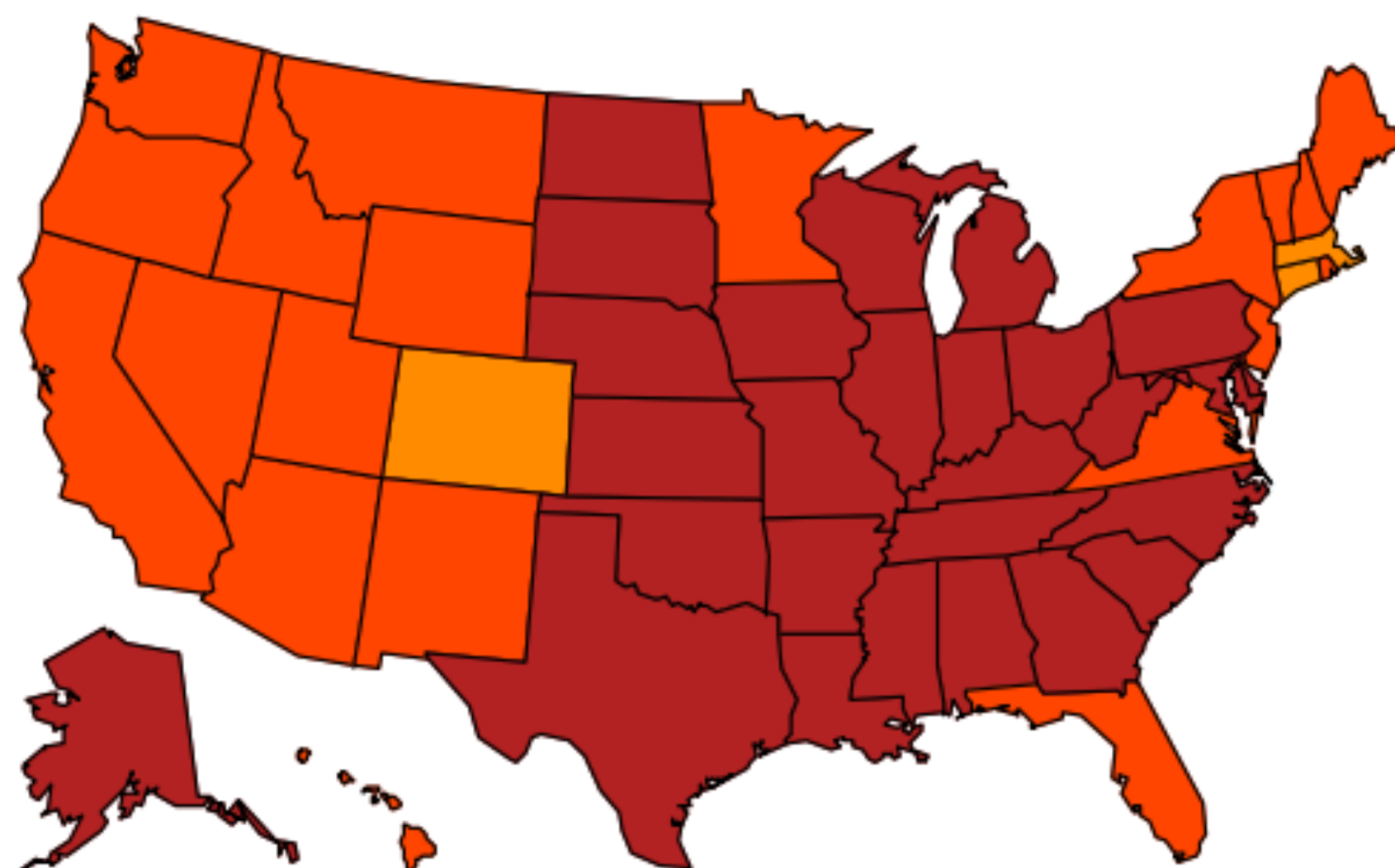
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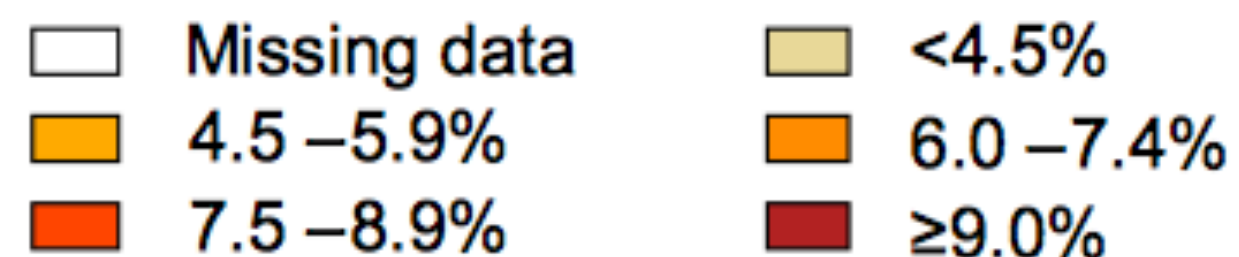
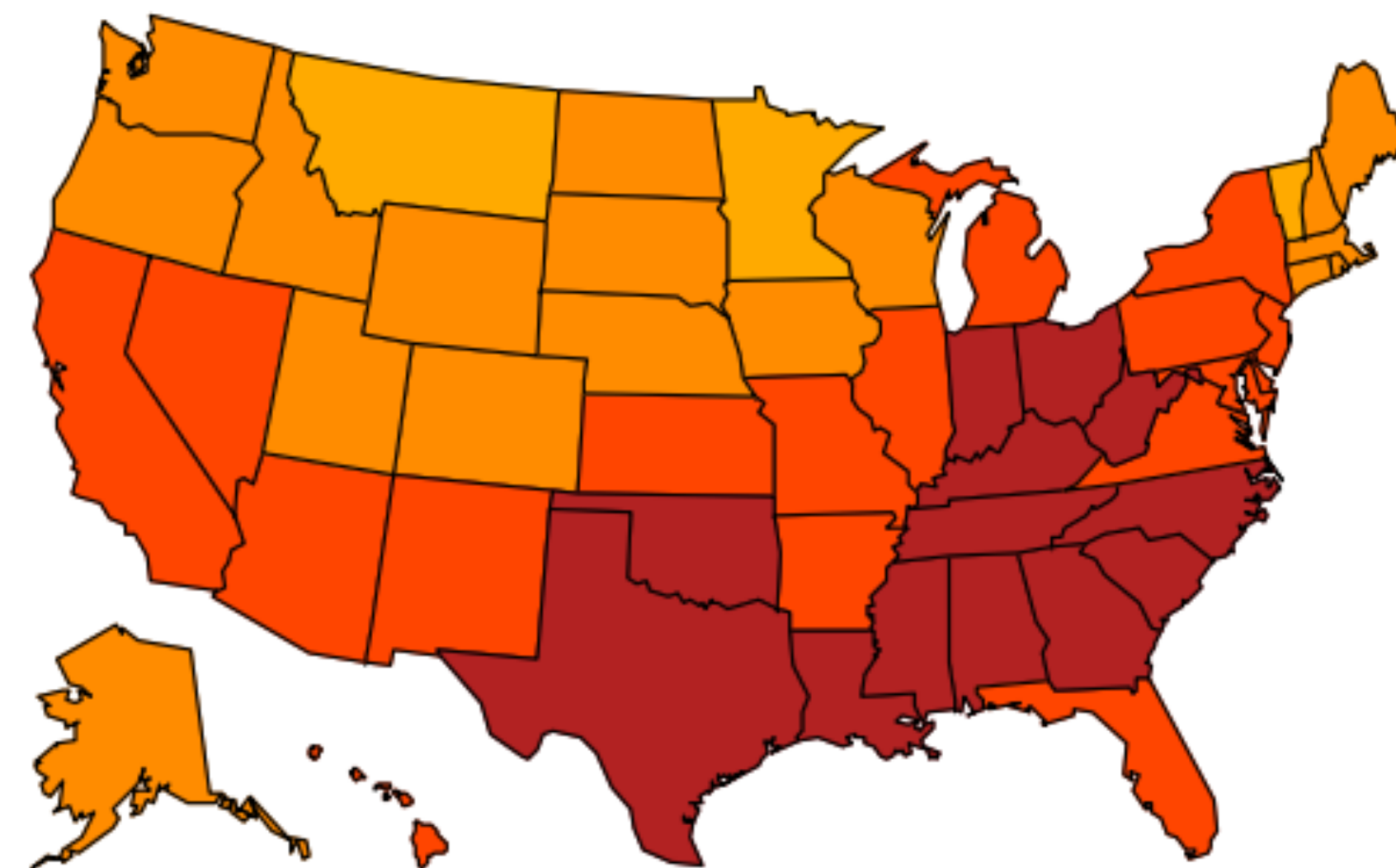
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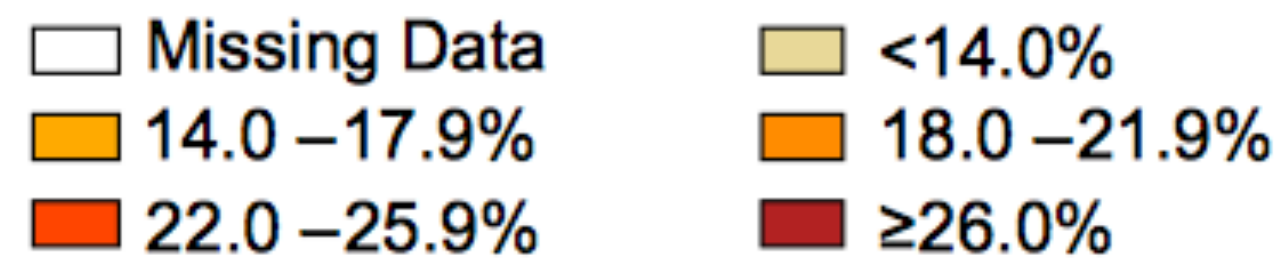
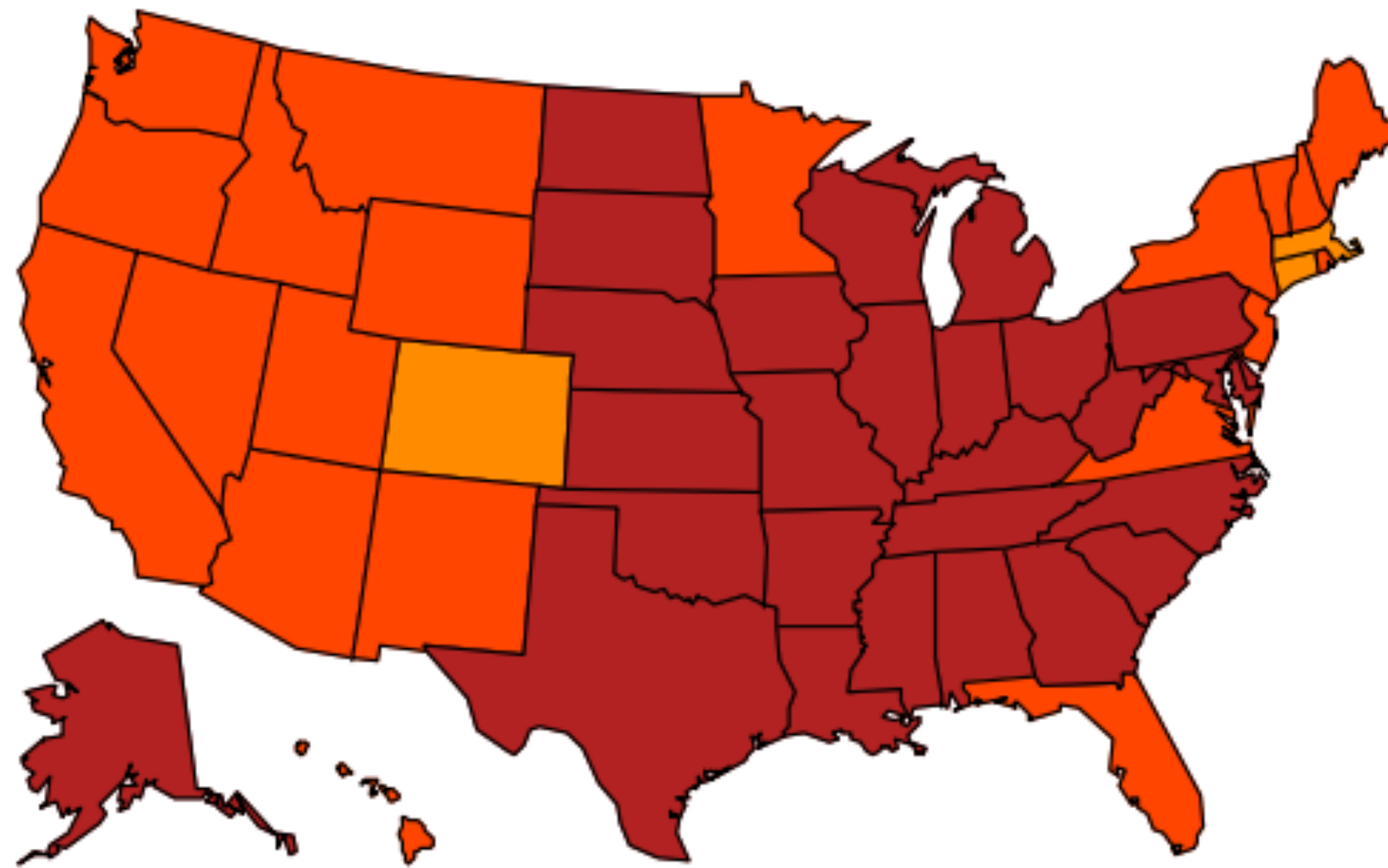
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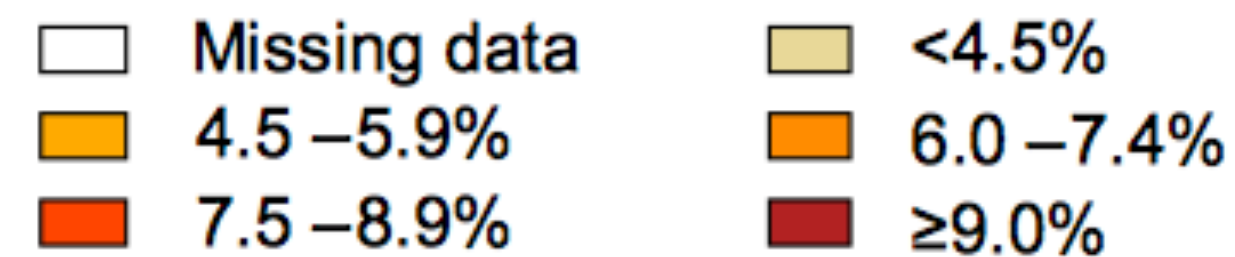
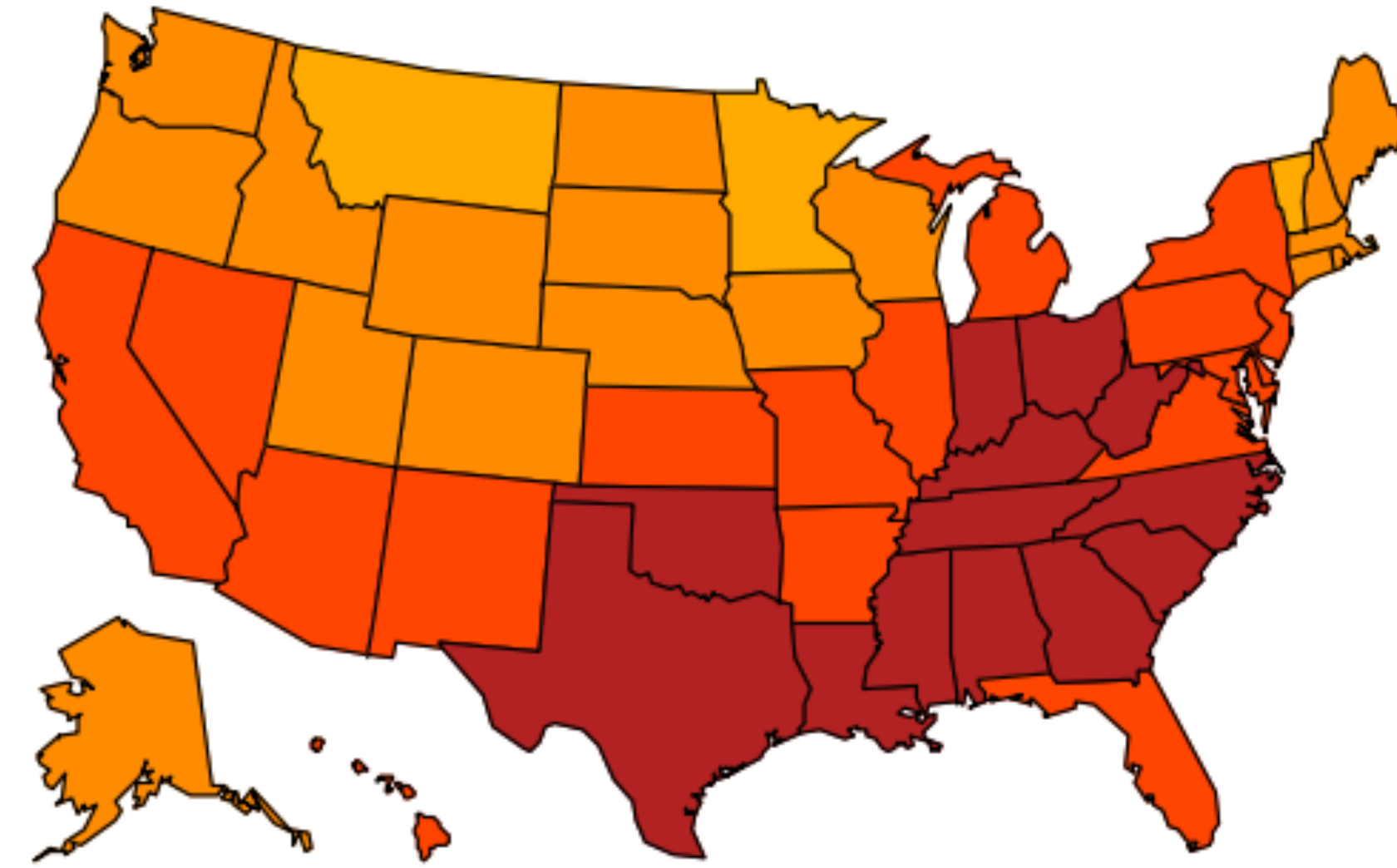
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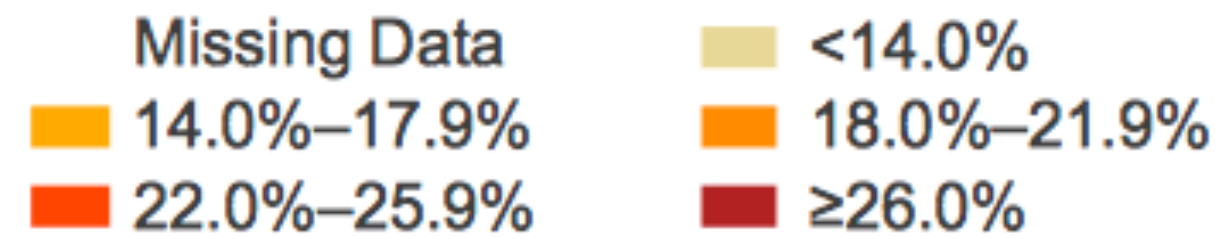
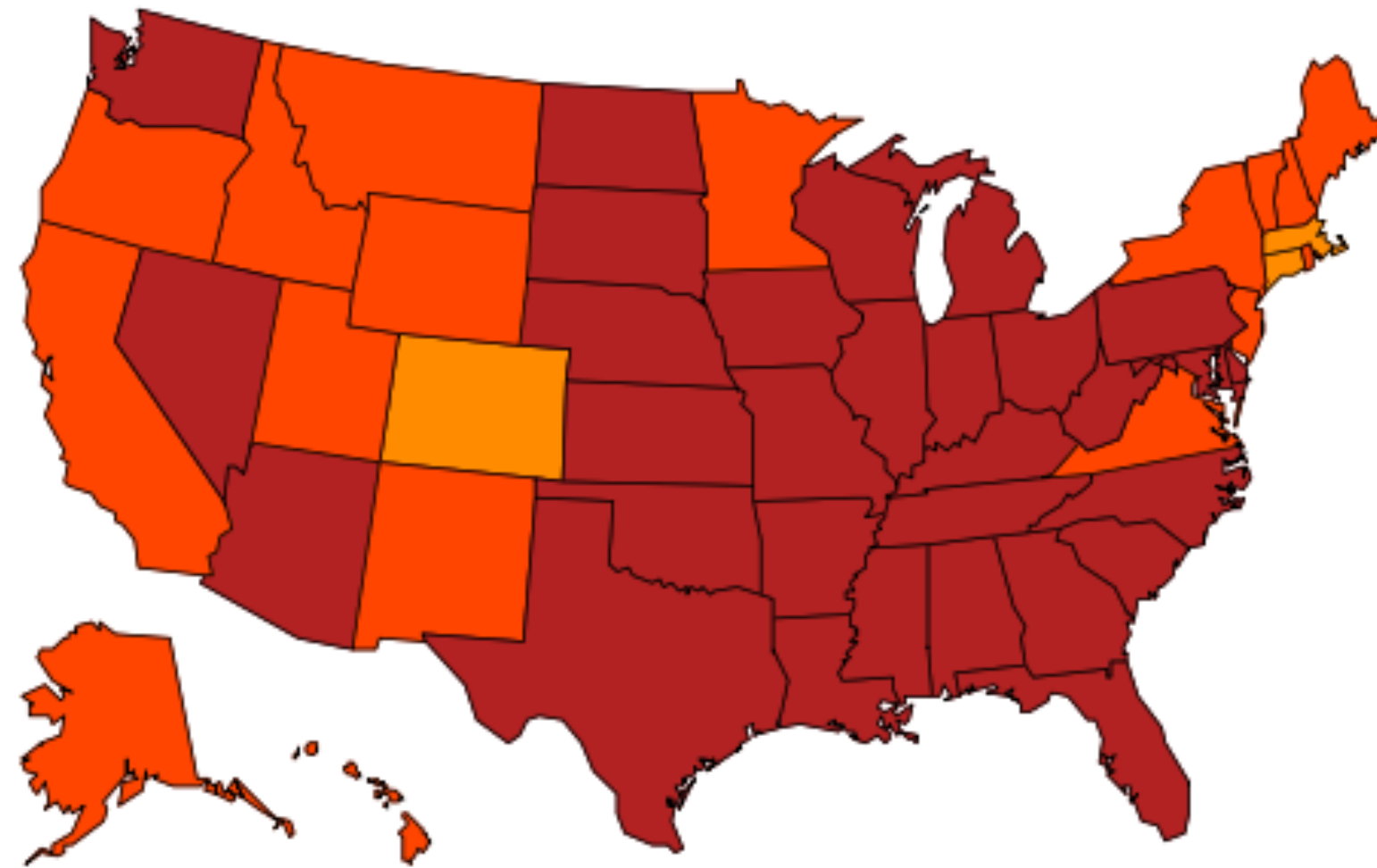
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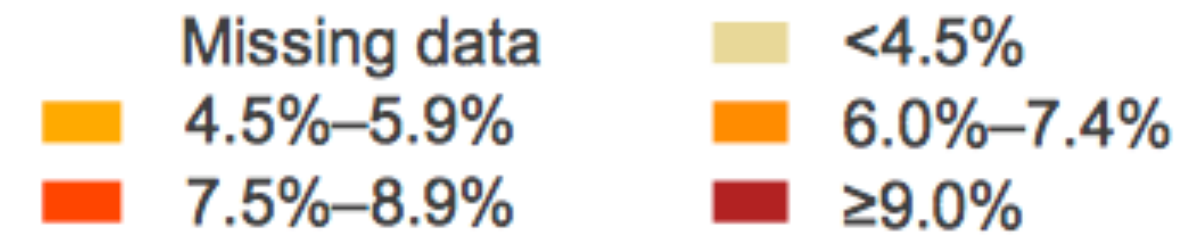
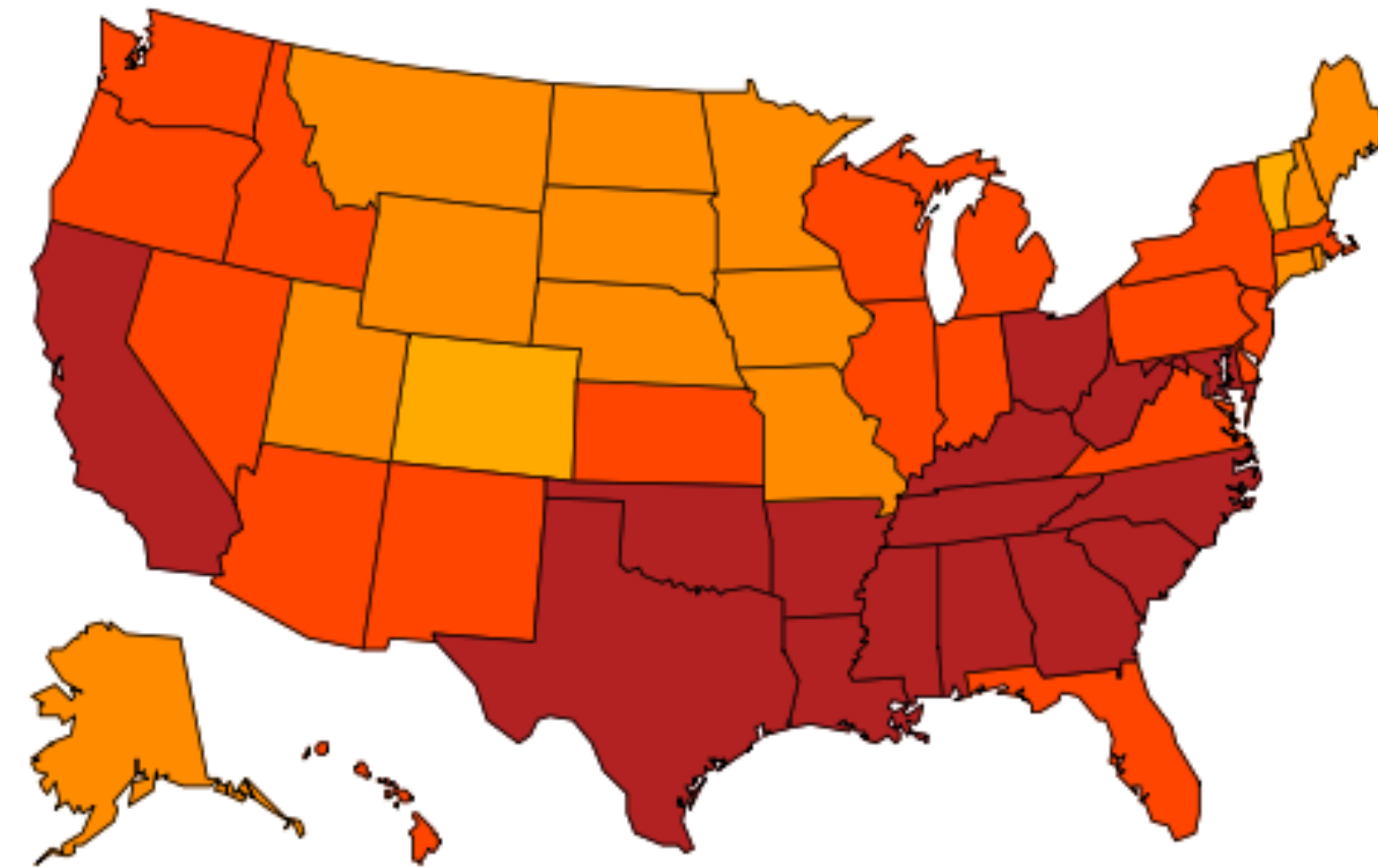
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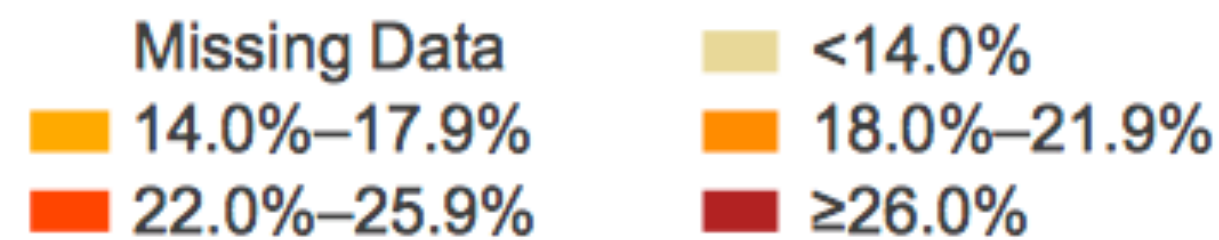
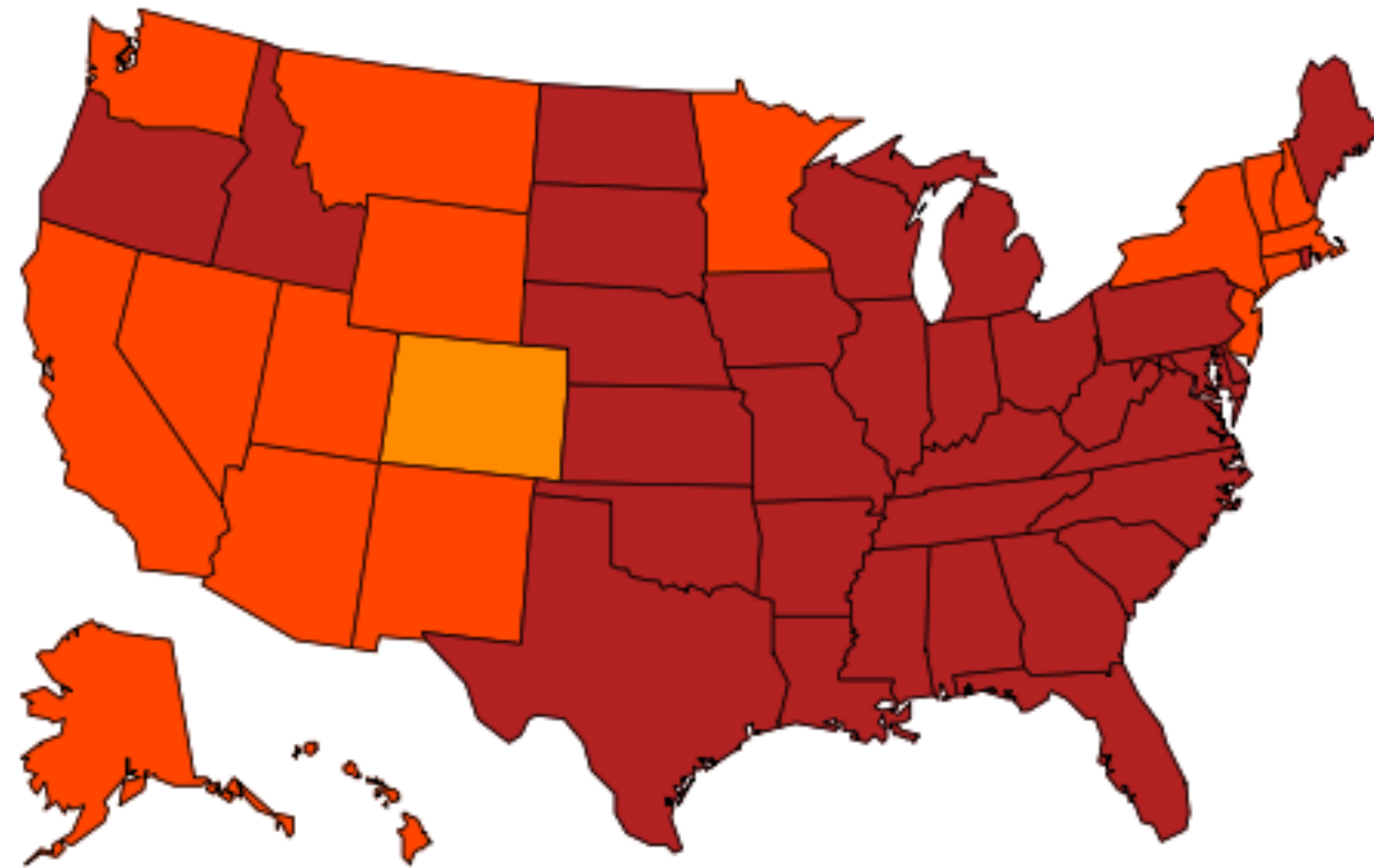
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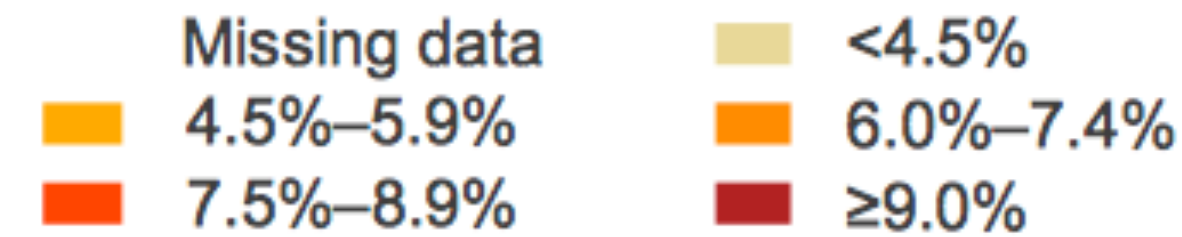
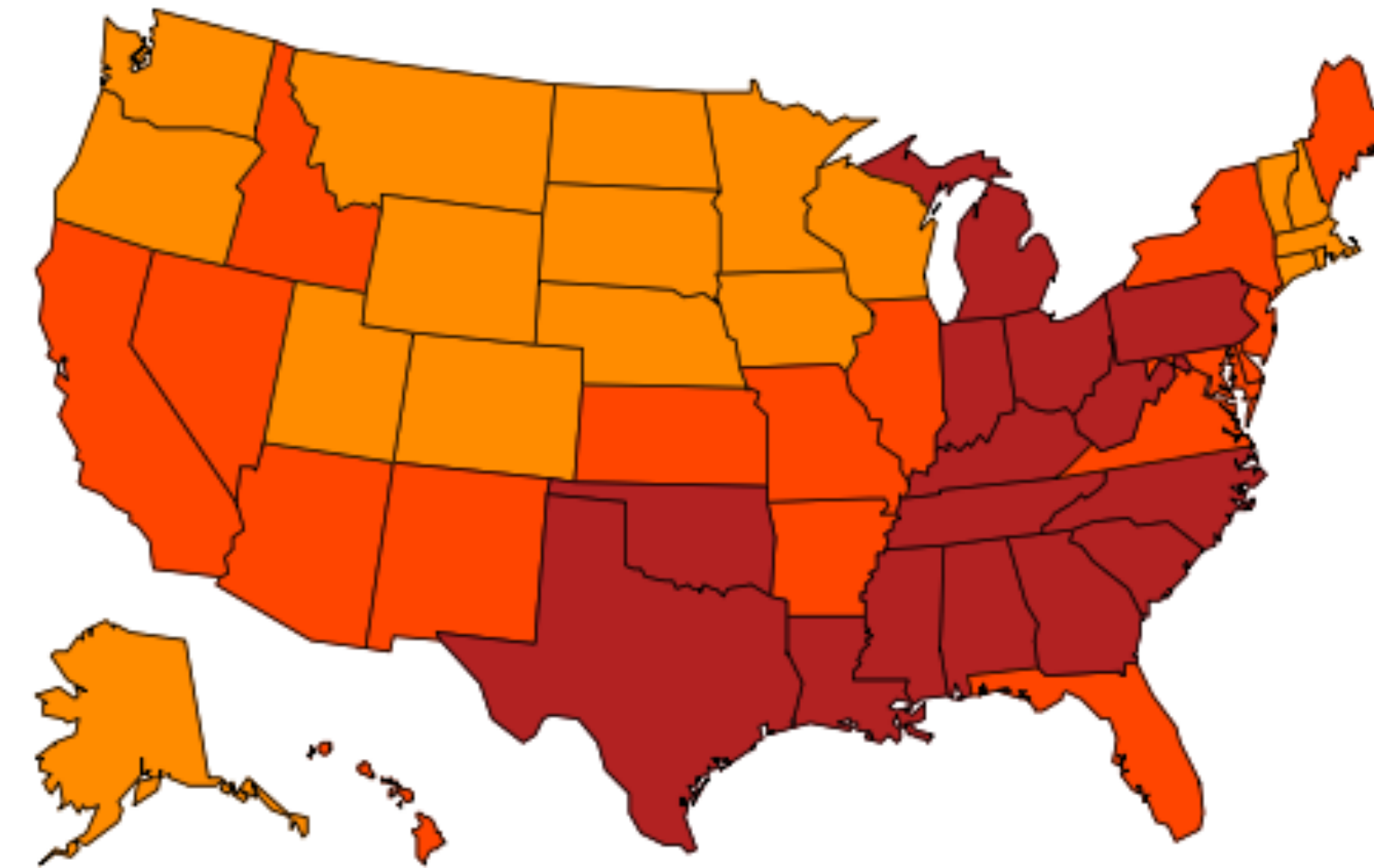
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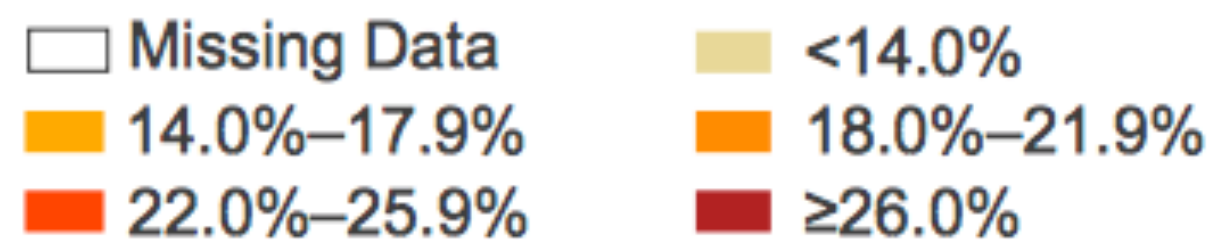
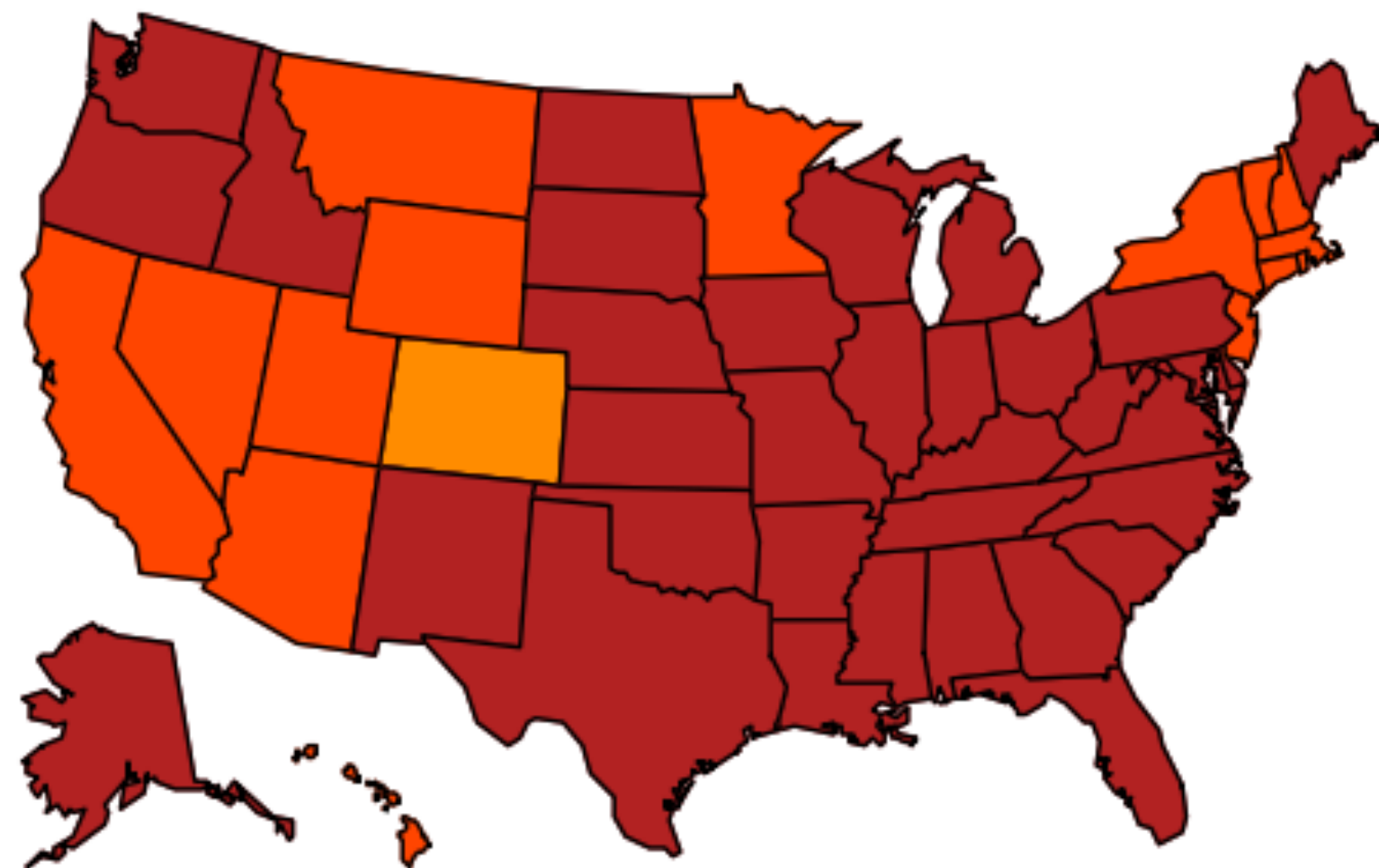
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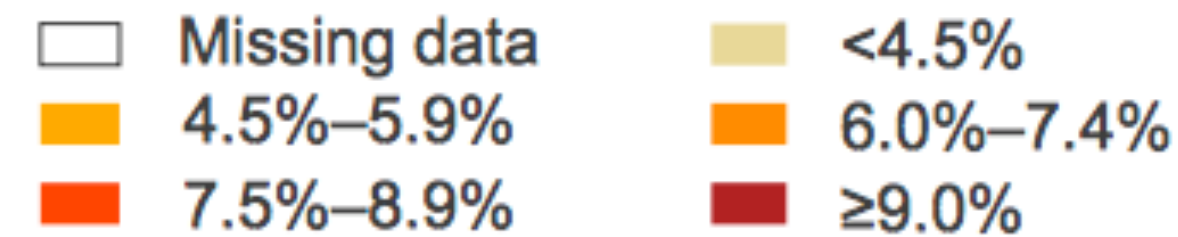
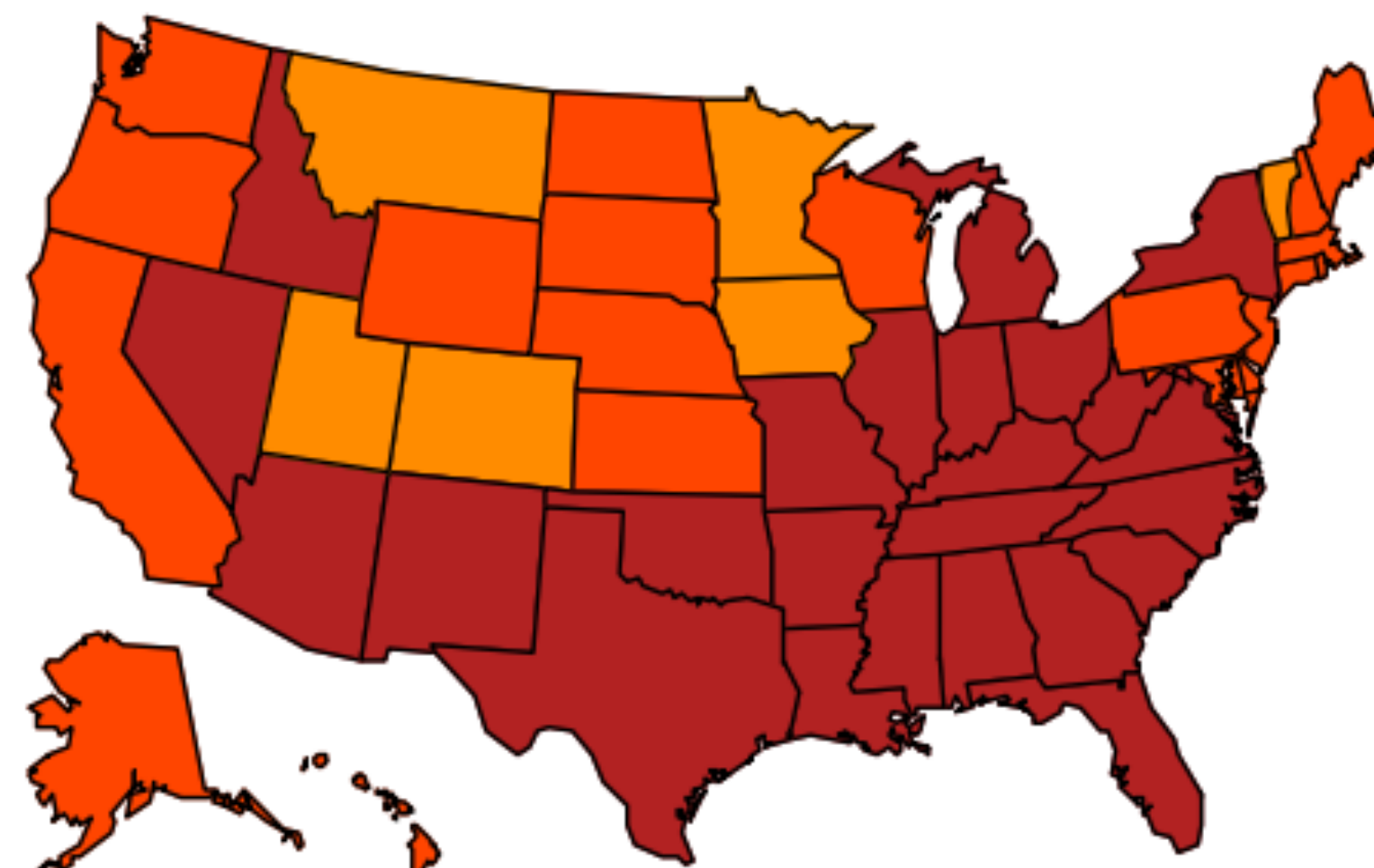
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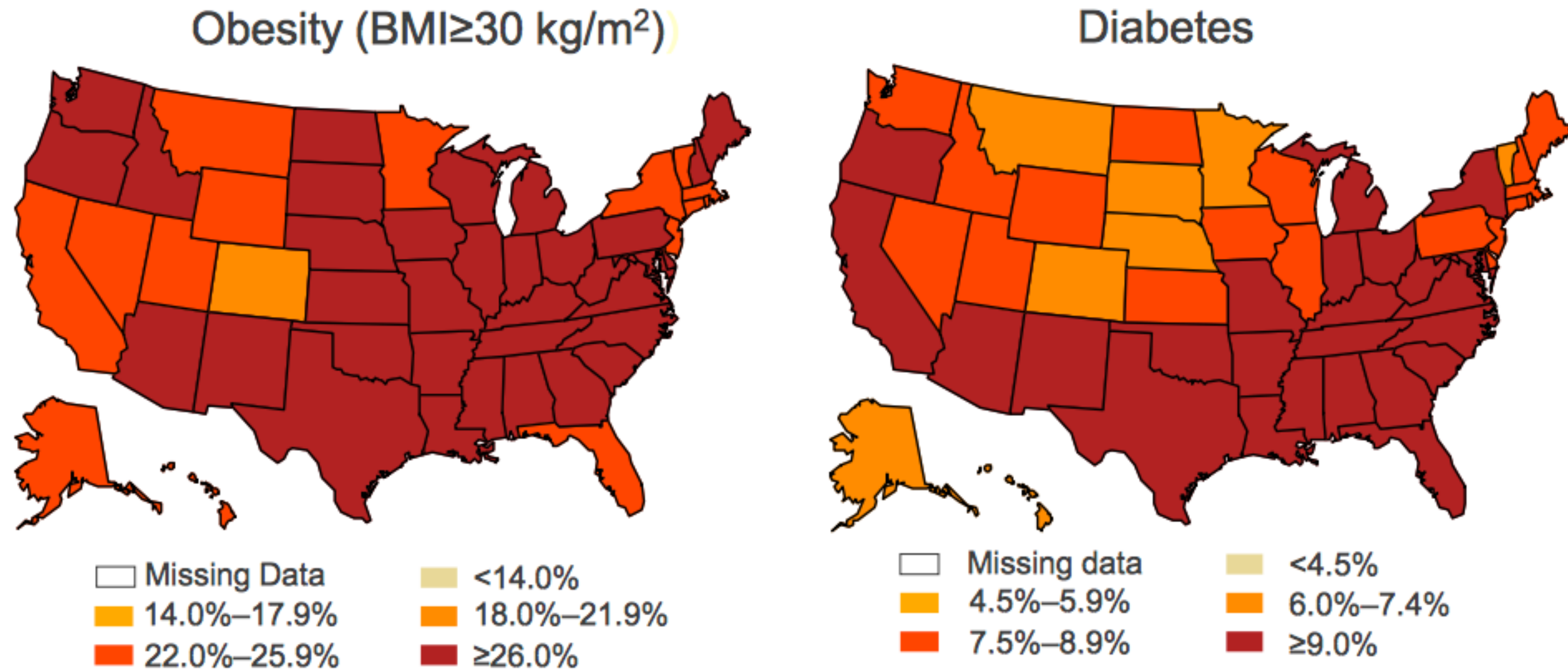


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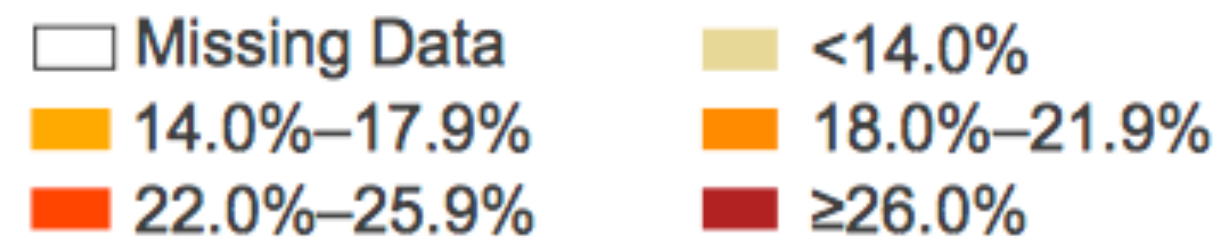
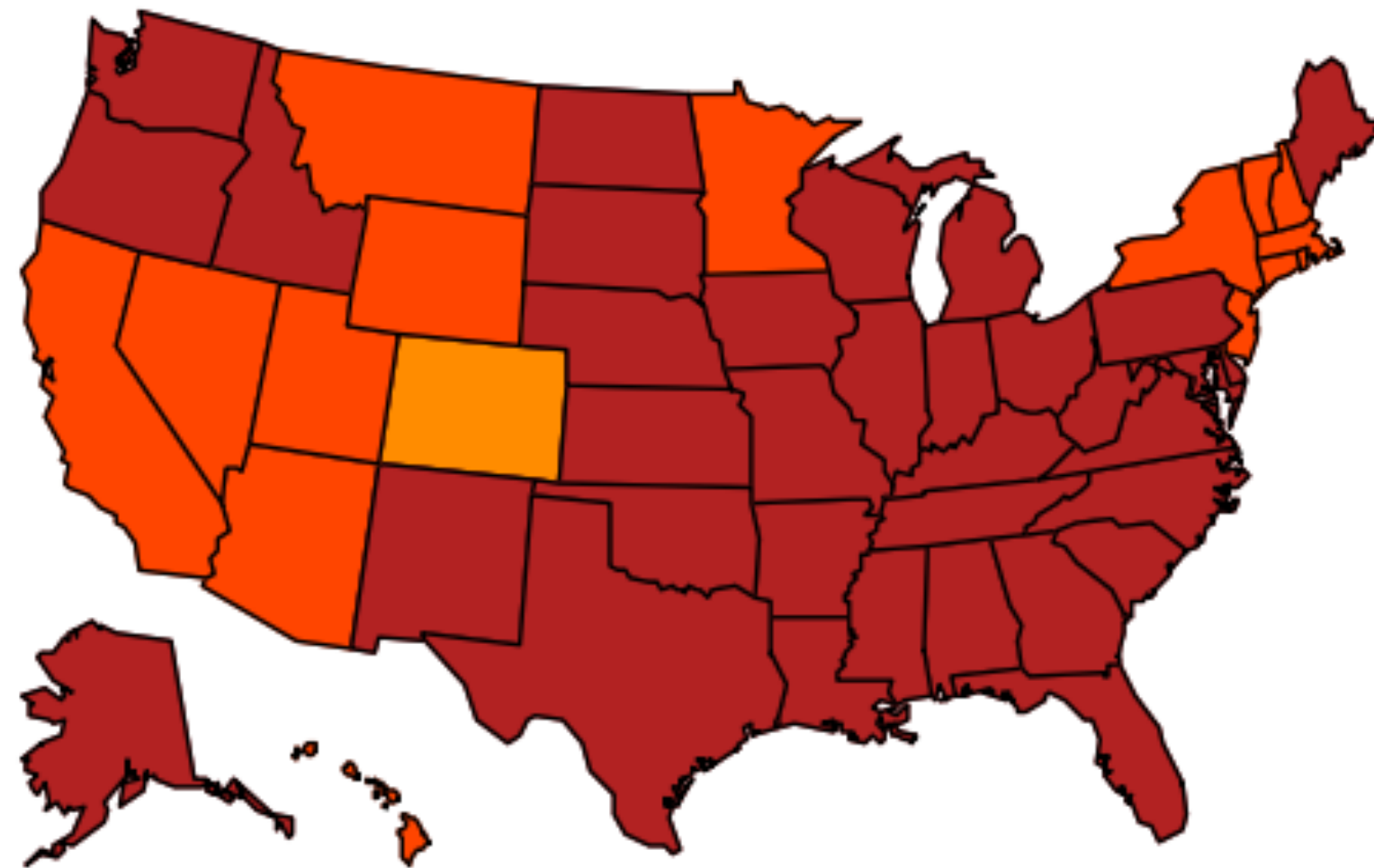
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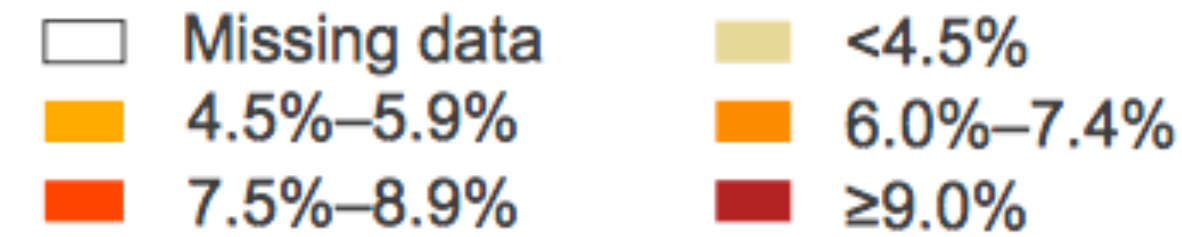
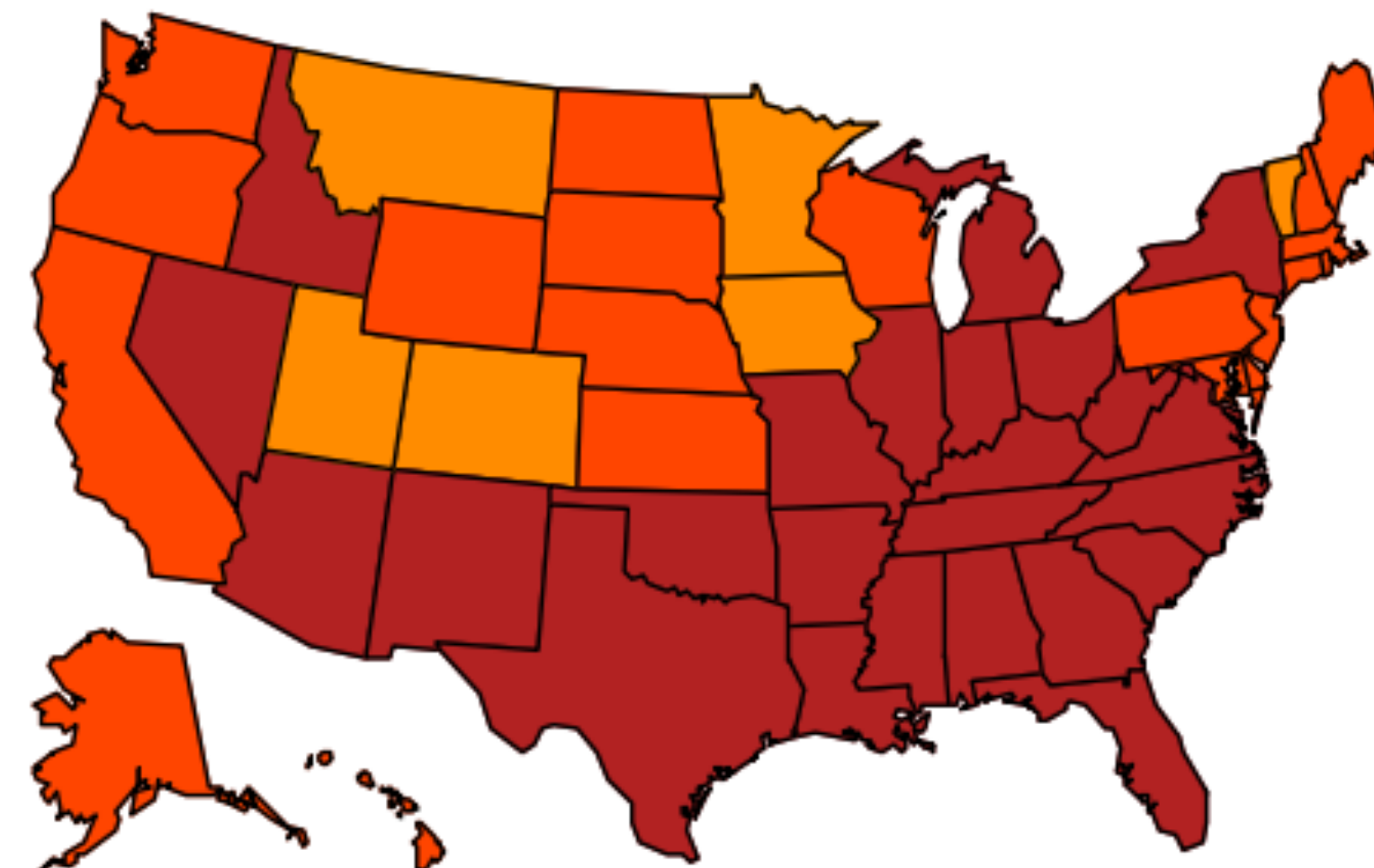
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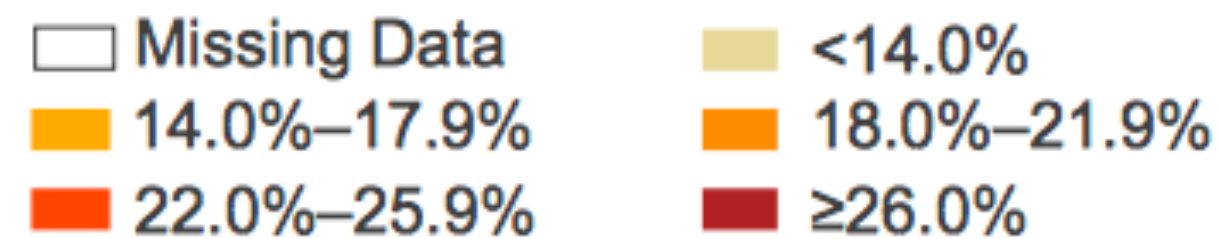
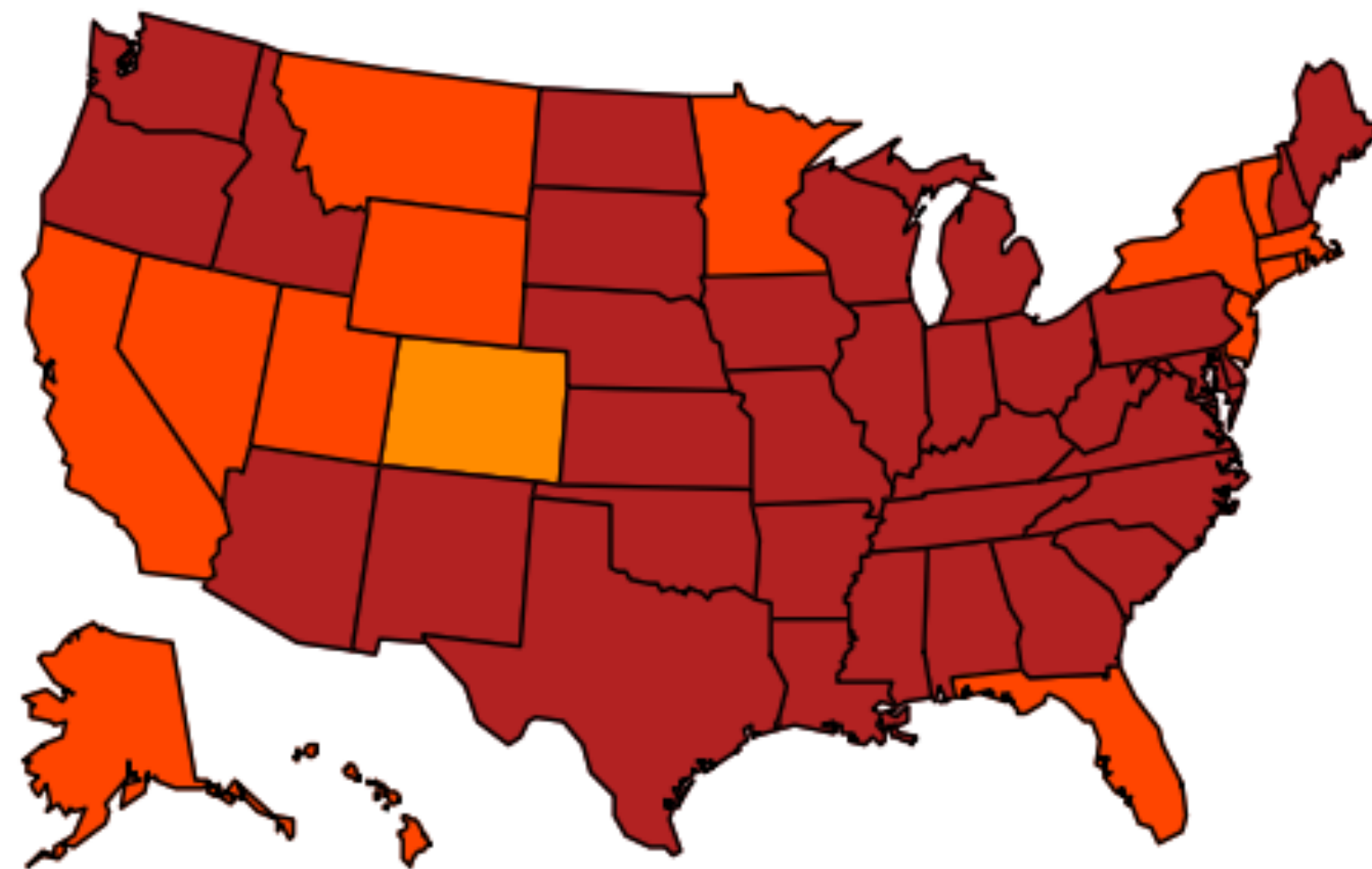




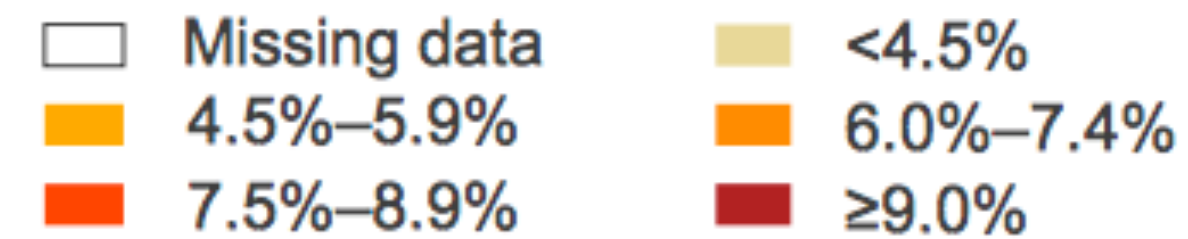
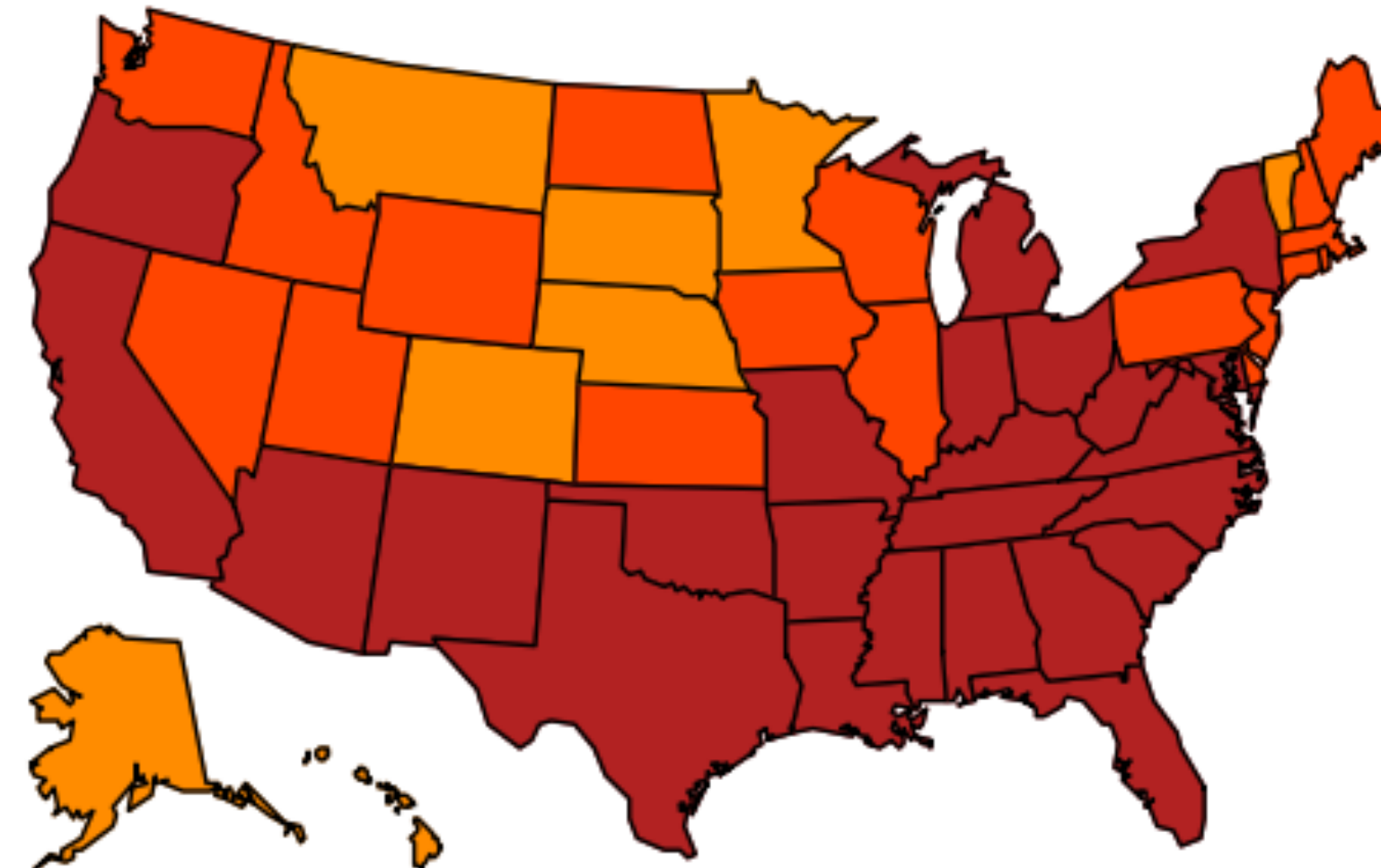
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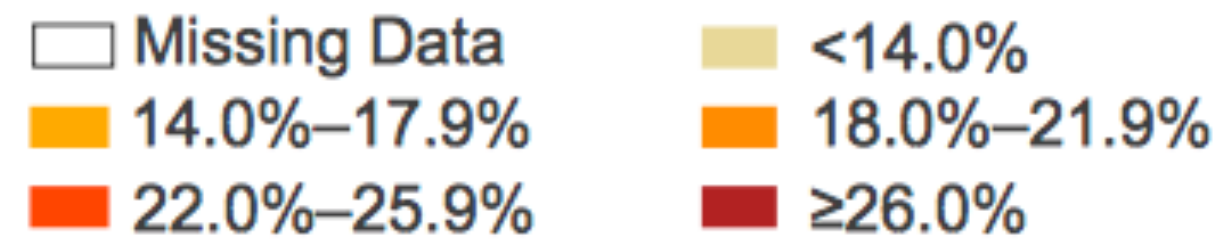
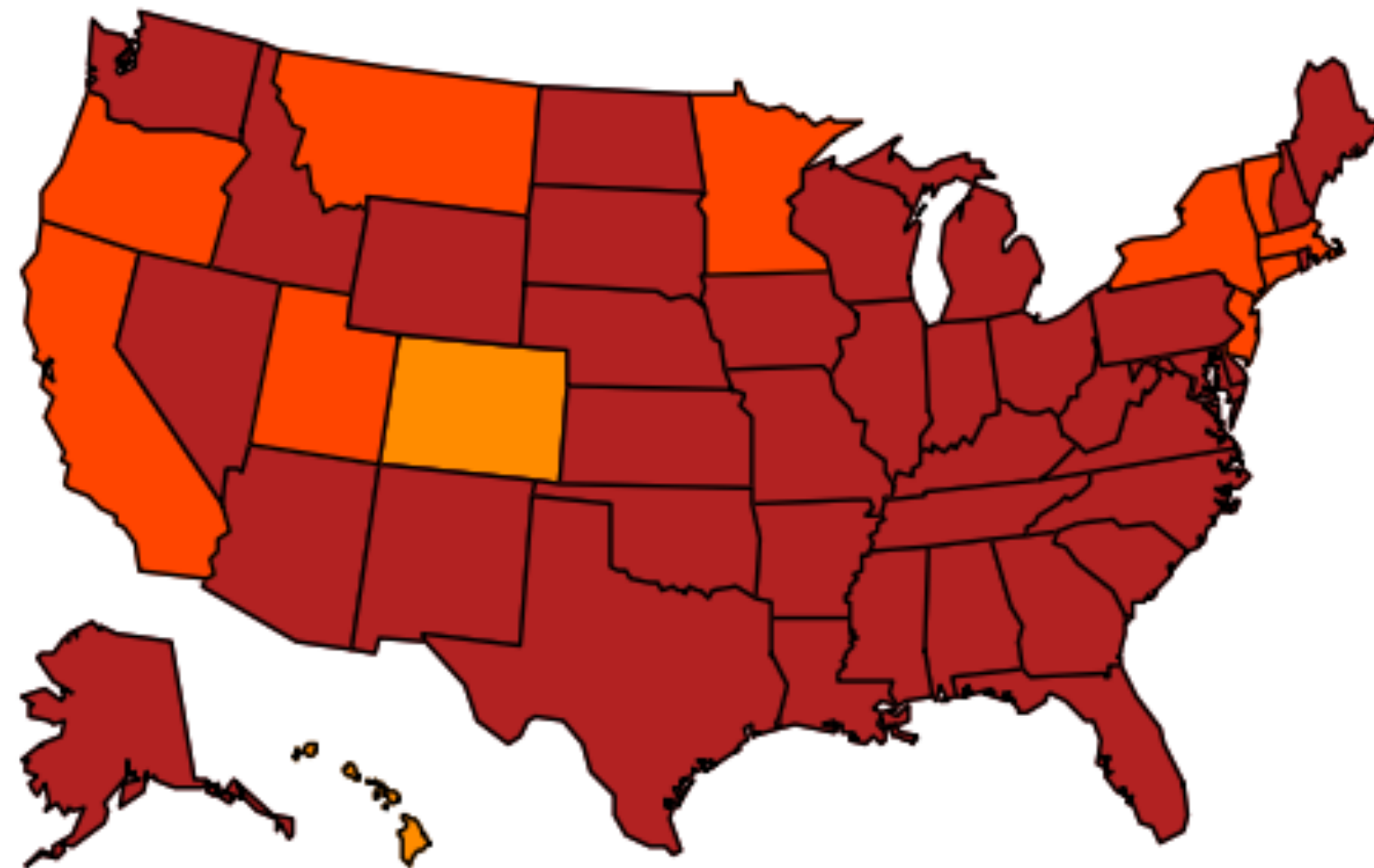
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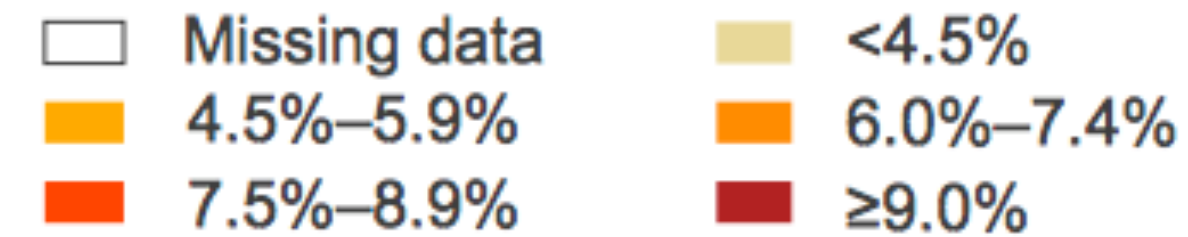
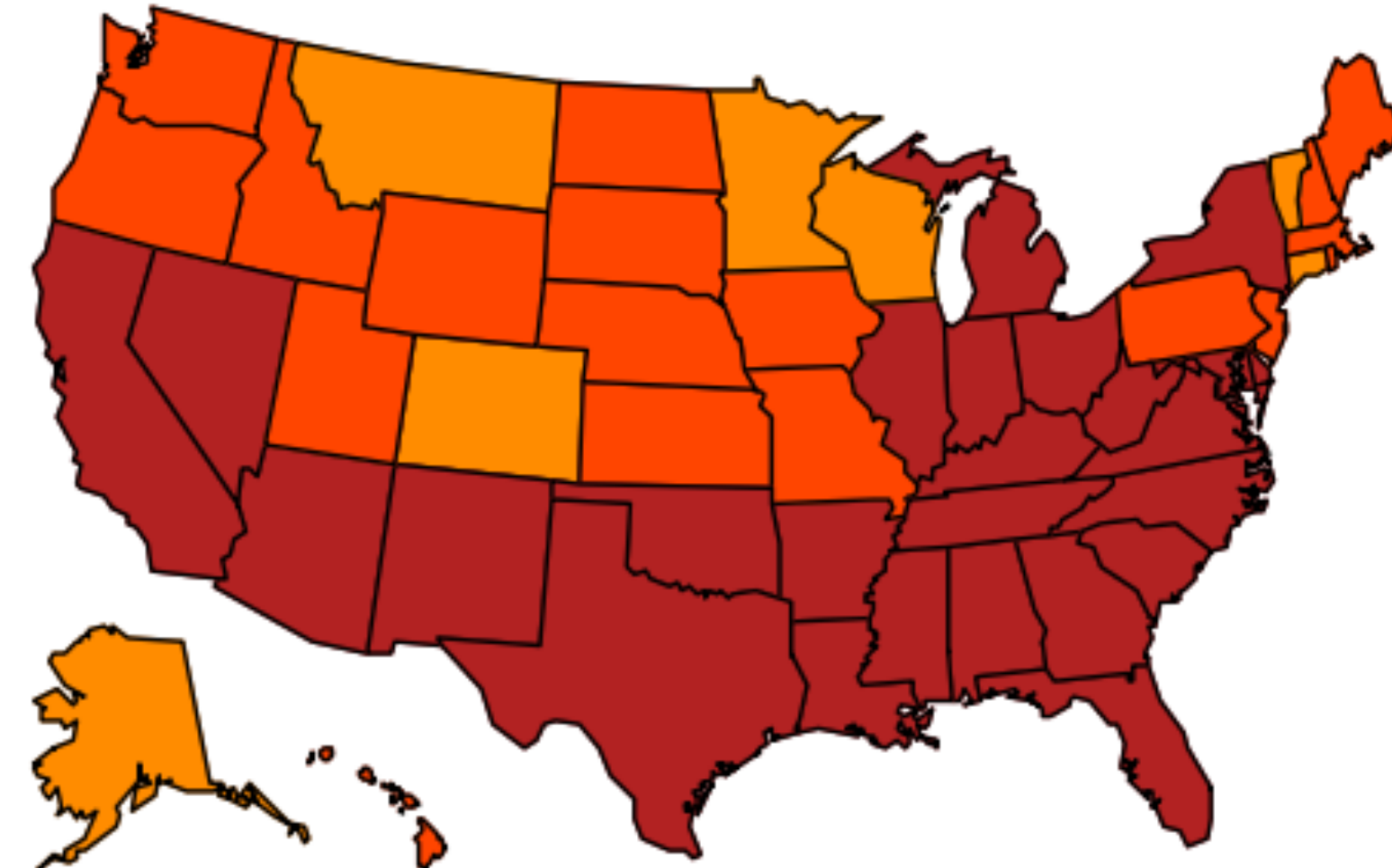
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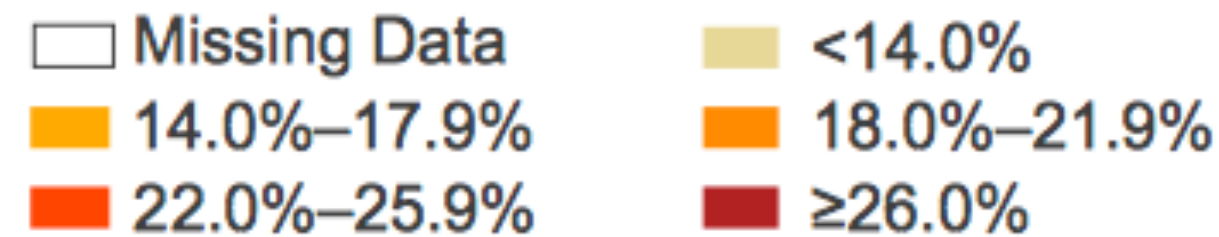
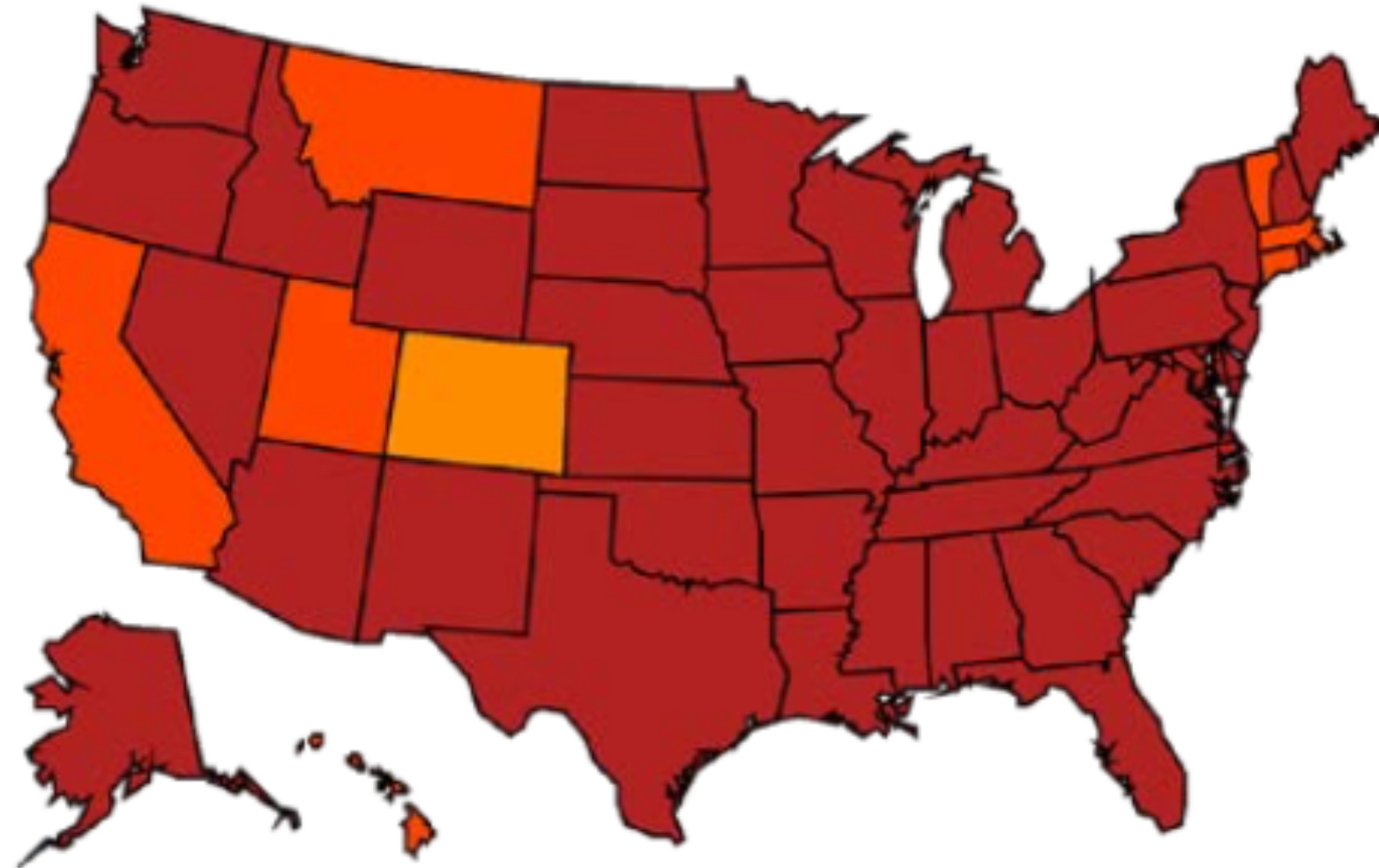
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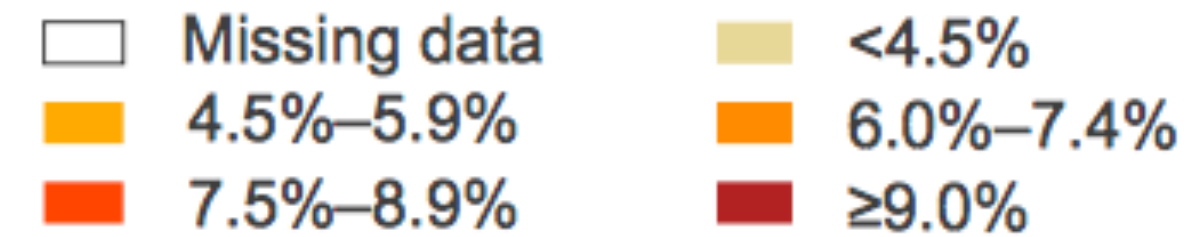
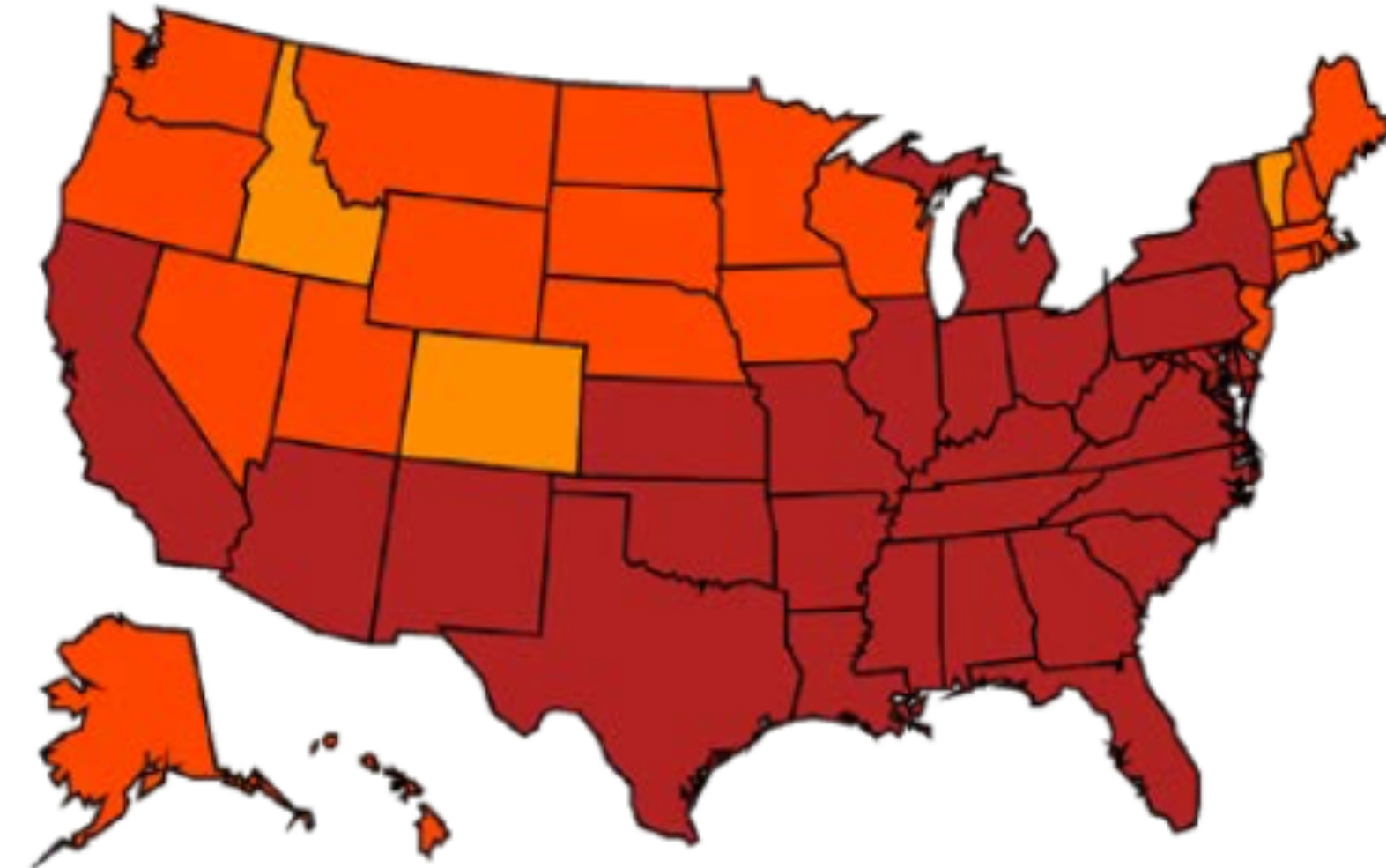
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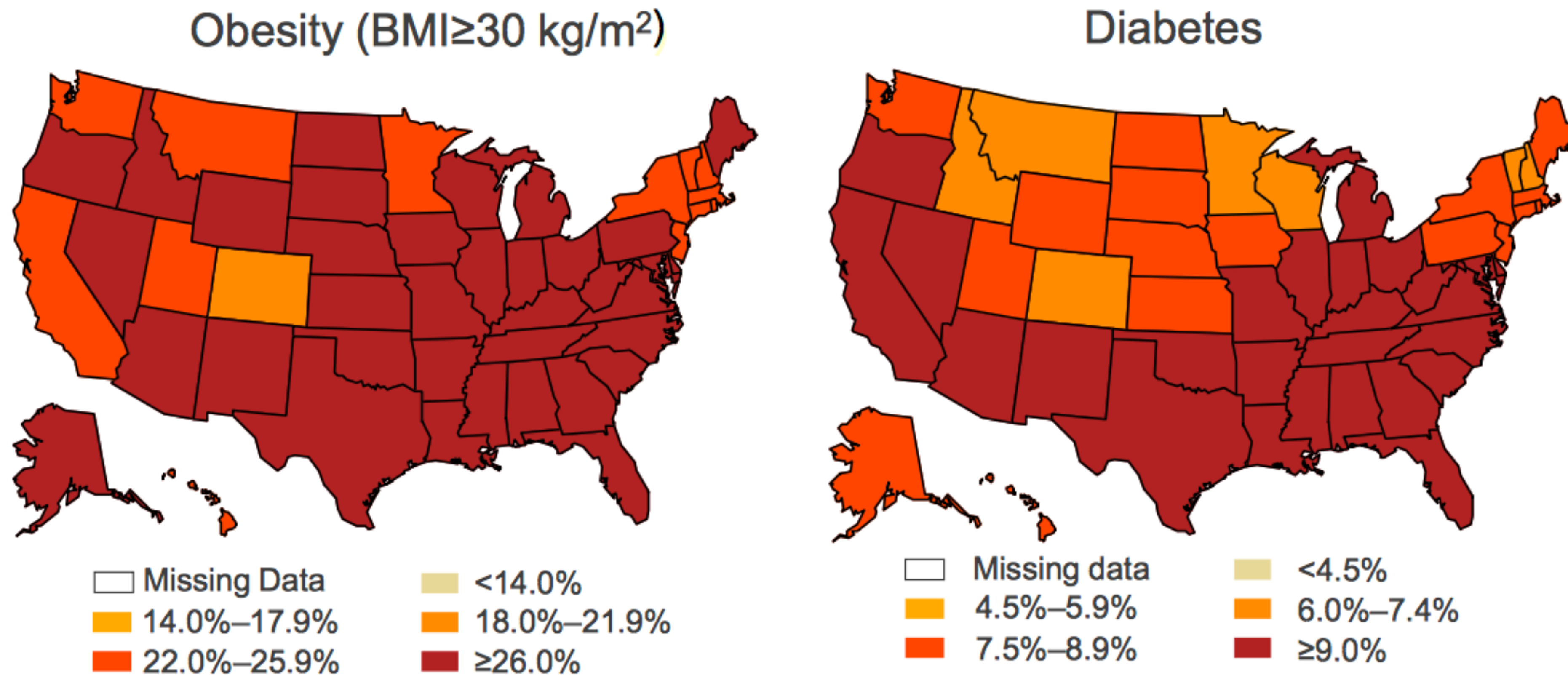


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# Age-adjusted Percentage of U.S. Adults Who Were Obese or Who Had Diagnosed Diabetes

## 2015

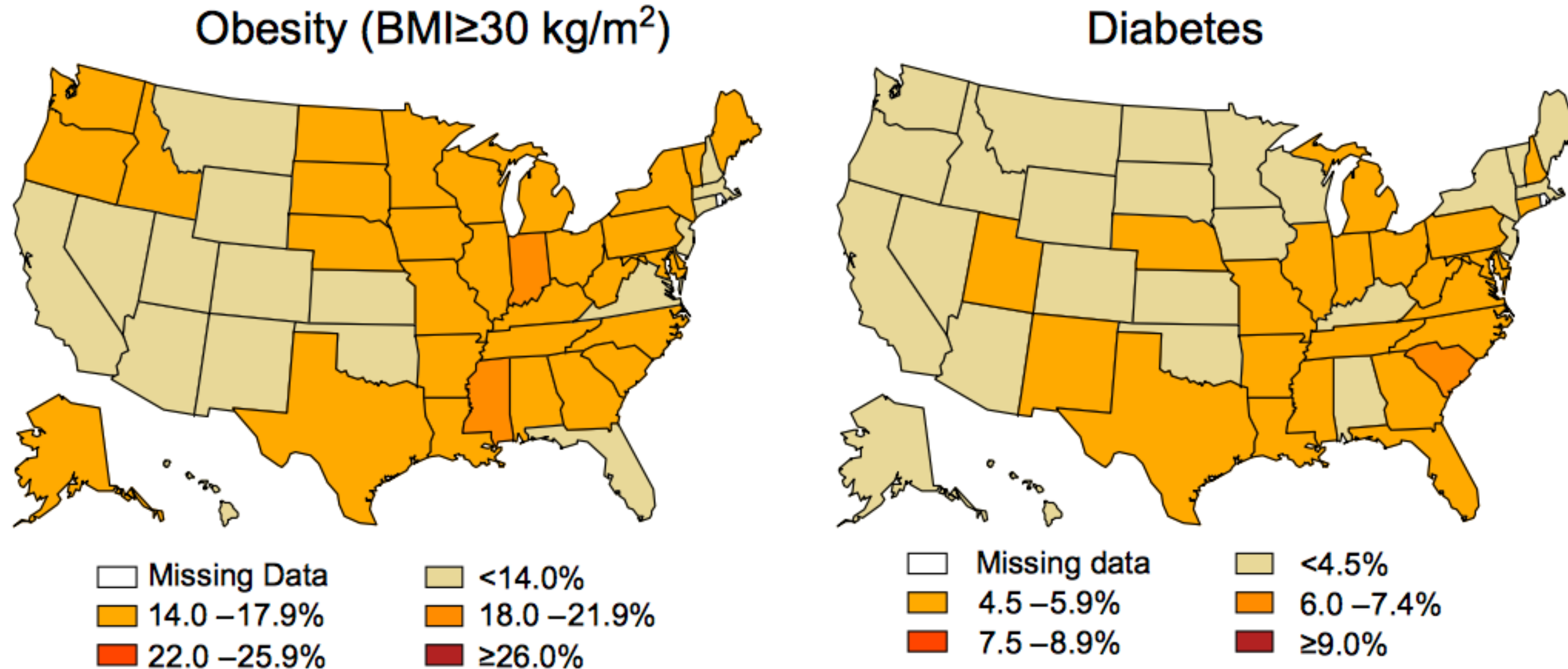


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# Age-Adjusted Prevalence of Obesity and Diagnosed Diabetes Among US Adults

1994



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# Insulin's Role in Blood Glucose Control

- When blood glucose levels rise after a meal, snack or drink the pancreas releases insulin into the blood.
- Insulin helps muscle, fat, and liver cells absorb glucose from the bloodstream, lowering blood glucose levels.
- Insulin stimulates the liver and muscle tissue to store excess glucose.
- In a healthy person, these functions allow blood glucose and insulin levels to remain in the normal range.

# What happens with insulin resistance?

- In insulin resistance, muscle, fat, and liver cells do not respond properly to insulin and thus cannot easily absorb glucose from the bloodstream. As a result, the body needs higher levels of insulin to help glucose enter cells.
- The pancreas tries to keep up with this increased demand for insulin by producing more. As long as it produces enough insulin to overcome the insulin resistance, blood glucose levels stay in the healthy range.
- Over time, insulin resistance can lead to type 2 diabetes and prediabetes because the beta cells fail to keep up with the body's increased need for insulin. Without enough insulin, excess glucose builds up in the bloodstream, leading to diabetes, prediabetes, and other serious health disorders.



# Quick Notes

- Salt Sugar Fat by Michael Moss
- Philip Morris acquired Kraft in 1988
- The companies are only concerned with profit
- Salt, Sugar & Fat
- 3/4 of Adult Population is Overweight or Obese
- Your perceptions are your greatest tool
- Truth is strong weapon against false conditioning

# 2012 Processed Food Sales

- There are about 300 companies that form the \$1 trillion food manufacturing industry
- The top 5 in 2015 were...
- Tyson Foods - \$40 Billion
- Pepsico - \$37 Billion
- Nestle - \$27 Billion
- Coca-Cola - \$21 Billion
- Kraft - \$21 Billion

# Cravings and Consumption

- In 2011
- Average soda consumption was 32 gallons/year
- Sweet drinks, energy drinks, teas 14 gallons/year
- Bliss Point- the precise amount of salt, sugar, fat that makes food or drink most palatable and delivers the most pleasure
- Vanishing Caloric Density- if something melts down quickly, your brain thinks that theres no calories in it and you can just keep eating it (Cheetos)
- The key 2 things responsible for creating cravings are bliss point and mouthfeel

# Marketing Tricks

- The most common marketing tactic is to promote ONE good ingredient hoping that consumers will overlook the rest.
- Cereal manufacturers spend 2x as much on ads as ingredients
- Product News- overtime a shopper hits supermarket they find something different about it. ex: more crunch, less sugar, etc.
- Ubiquity Strategy- to be in as many settings as possible so that you associate it to fun times
- “The packaging is tailored to excite us. The advertising uses every psychological trick to overcome any logical arguments we might have for passing the product by. Their taste is so powerful, we remember it from the last time we had it. And formulas are calculated and perfected by scientists.

# The Business of Selling Processed Food

- Coke referred to their most “loyal customers” as “heavy users”
- Coke’s marketing dept had one primary question:  
“How can we drive more ounces into more bodies more often?”
- The Dept of Agriculture division that helps people eat healthier is called the Center for Nutrition Policy and Promotion, they get .0045% of the overall \$146 billion budget

# Eye-Opening Numbers

- Unilever spent \$30 Million on brain imaging and other advanced neurological tools to study the sensory powers of food
- Frito-Lay's research complex has nearly 500 chemists, psychologists and technicians conducting research.
- They have a \$40k device that simulated a chewing mouth to test and perfect chips, discovering things like the perfect break point of chips. People like a chip that snaps at 4lbs of pressure per sq inch

# Solutions

- Research
  - Watch documentaries
  - Research online
  - Read ingredients
  - Read books
- Put on your “truth glasses” when you go shopping, when you see commercials or drive by fast food or convenience stores
- Remove, reduce and replace as much processed food as possible