

PYT WEEKLY

THE DEADLY EFFECTS OF SUGAR

Overview

- Sugar is not your friend
- It makes being healthy & at your proper weight much harder
- It's not natural
- Don't just avoid, change your perception
- Be persistent and gentle with yourself

Effects of Sugar

- Triggers release of opioids and dopamine which activate brains pleasure center similar to how cocaine does
- Cocaine addicted rats preferred sugar within 2 days
- Changes your tastes
- Health effects:
- Obesity, Type 2 Diabetes, Heart Disease, Cavities, Certain Cancers, Increased wrinkles, Fatigue

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.

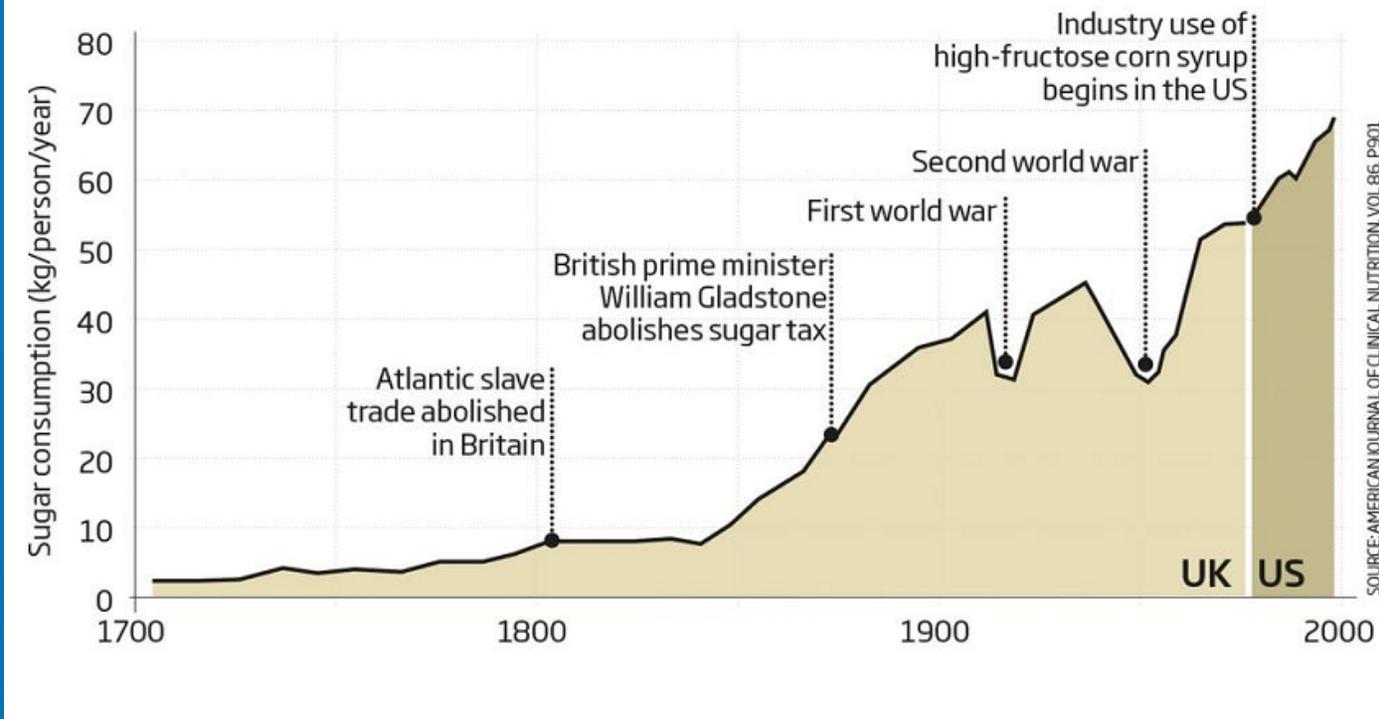
The National Institute of Diabetes and Digestive and Kidney Diseases



Sugar Consumption

The taste for sugar

Sugar consumption per person in the UK and US has been steadily rising

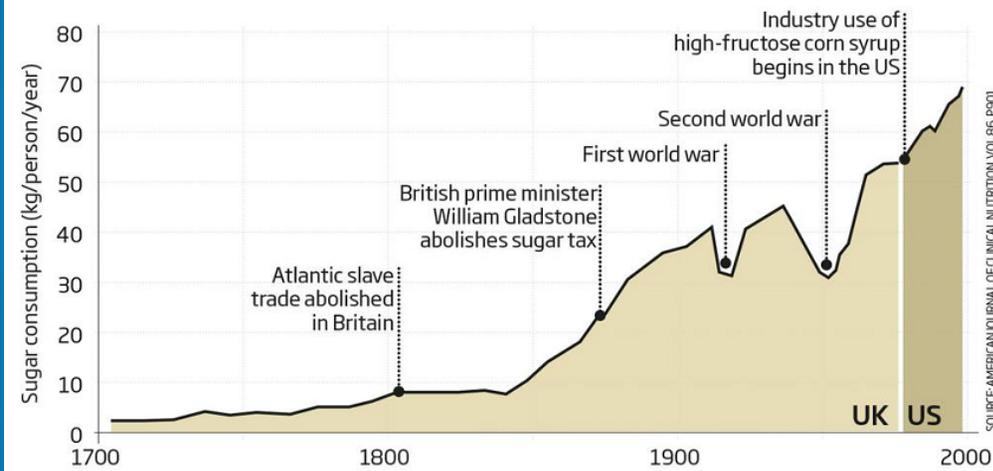


- Forever Before 1700 consumption was ZERO
- The companies are only concerned with profits
- Truth is strong weapon against false conditioning

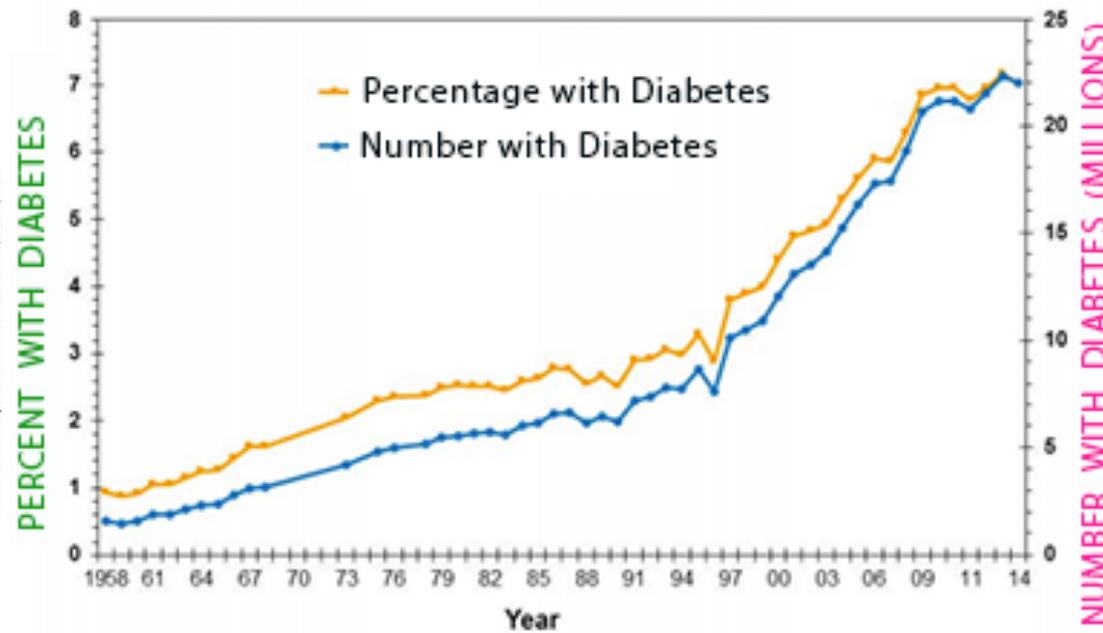
Sugar Consumption & Its Effects

The taste for sugar

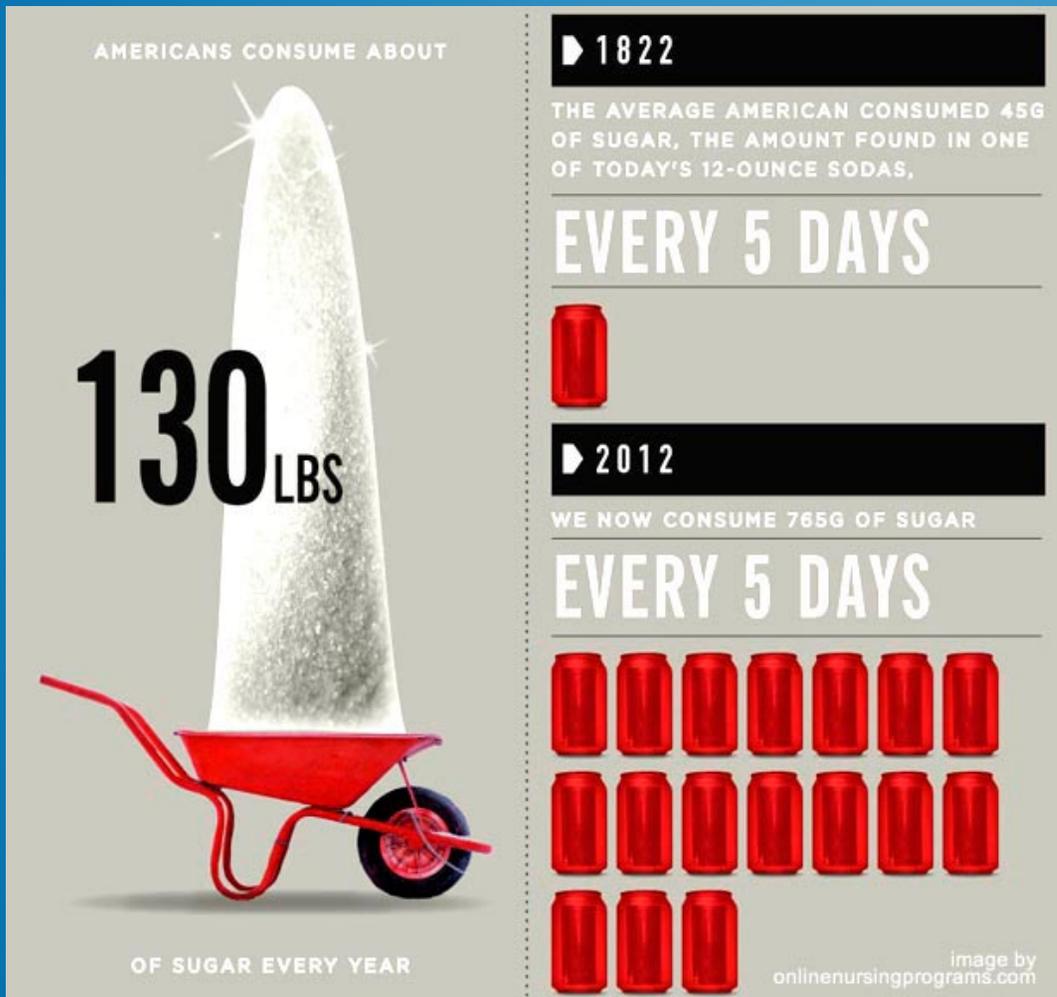
Sugar consumption per person in the UK and US has been steadily rising



SOURCE: AMERICAN JOURNAL OF CLINICAL NUTRITION, VOL. 66, P501



Average Sugar Consumption



- Recommended sugar intake:
(World Health Organization suggests half that)
Men: 37.5 grams or 9 teaspoons
Women: 25 grams or 6 teaspoons
- **We now consume on average: 153 grams per day**

Sugar Facts

- 3 most common sources of sugar:
- Sugar cane, Sugar beets, Corn sweeteners
- Sugar was very expensive and considered a “fine spice”
- Because sugar doesn’t really nourish your body and only provides calories, it does not have an established daily value.
- In experiments, animals will work almost as hard for sugar & fat as they do for cocaine



61 Names of Sugar

Sugar/Sucrose, High-Fructose Corn Syrup (HFCS), Agave Nectar, Beet sugar, Blackstrap molasses, Brown sugar, Buttered syrup, Cane juice crystals, Cane sugar, Caramel, Carob syrup, Castor sugar, Coconut sugar, Confectioner's sugar (powdered sugar), Date sugar, Demerara sugar, Evaporated cane juice, Florida crystals, Fruit juice, Fruit juice concentrate, Golden sugar, Golden syrup, Grape sugar, Honey, Icing sugar, Invert sugar, Maple syrup, Molasses, Muscovado sugar, Panela sugar, Raw sugar, Refiner's syrup, Sorghum syrup, Sucanat, Treacle sugar, Turbinado sugar, Yellow sugar, Barley malt, Brown rice syrup, Corn syrup, Corn syrup solids, Dextrin, Dextrose, Diastatic malt, Ethyl maltol, Glucose, Glucose solids, Lactose, Malt syrup, Maltodextrin, Maltose, Rice syrup, Crystalline fructose, Fructose, D-ribose, Galactose



Sugar Secrets

Ingredients: Whole Grain Wheat, Corn Bran, Raisins, Sugar, Corn Starch, Chicory Root Extract, Whole Grain Oats, Glycerin, Corn Syrup, Crisp Oats (rice flour, whole grain oats, sugar, barley malt extract, salt), Brown Sugar, Salt, Toasted Oats (whole grain oats, sugar, canola oil, molasses, honey), Brown Sugar Syrup, Honey, Wheat Bits (whole grain wheat, corn starch, corn meal, sugar, salt, trisodium phosphate, baking soda, color added), Malt Syrup, Tripotassium Phosphate, Color Added, Cinnamon, Natural and Artificial Flavor. Vitamin E (mixed tocopherols) and BHT Added to Preserve Freshness.

- On nutrition labels, they break up the types of sugar so that it doesn't have to be listed first as the main ingredient

New Nutrition Labels

Original Label

Nutrition Facts	
Serving Size 2/3 cup (55g)	
Servings Per Container About 8	
Amount Per Serving	
Calories 230	Calories from Fat 72
% Daily Value*	
Total Fat 8g	12%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	12%
Dietary Fiber 4g	16%
Sugars 1g	
Protein 3g	
Vitamin A	10%
Vitamin C	8%
Calcium	20%
Iron	45%
* Percent Daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs.	
	Calories: 2,000 2,500
Total Fat	Less than 65g 80g
Sat Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g

New Label

Nutrition Facts	
8 servings per container	
Serving size	2/3 cup (55g)
Amount per serving	
Calories	230
% Daily Value*	
Total Fat 8g	10%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	13%
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
Protein 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 235mg	6%
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

Statement By Sugar Association

- The Sugar Association is disappointed by the Food and Drug Administration's (FDA) ruling to require an "added sugars" declaration and daily reference value (DRV) on the Nutrition Facts Label (NFL). The extraordinary contradictions and irregularities, as well as the lack of scientific justification in this rulemaking process are unprecedented for the FDA. We are concerned that the ruling sets a dangerous precedent that is not grounded in science, and could actually deter us from our shared goal of a healthier America.



Hidden Sugar Sources

- Recommended sugar intake:
Men: 150 calories per day (37.5 grams or 9 teaspoons).
Women: 100 calories per day (25 grams or 6 teaspoons).
- World Health Organization suggests half that
- A 12 oz can of coke has 150 calories, 39 grams, 9 teaspoons
- Top sources of sugar: soda, baked goods, candy, ice cream
- Almost anything processed has more sugar than you think
- Become a food detective (study the labels)



How Advertisers Condition (Hypnotize) Us

- Receptive Subject- relaxed, not questioning, absorbing
- Appeal to emotions (not logic)
- Looking to associate emotions, meaning to product
- Conditioning our perceptions
- Unusual, Catchy, Funny
- Repetition
- The Big Lie

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Sugar Ads

Diet dodge:



Enjoy an ice cream cone shortly before lunch.

Sugar can be the willpower you need to undereat.

When you're hungry, it usually means your energy's down.

By eating something with sugar in it, you can get your energy up fast. In fact, sugar is the fastest energy food around.

And when your energy's up,

there's a good chance you'll have the willpower to undereat at mealtime.

How's that for a sweet idea?

Sugar . . . only 18 calories per teaspoon, and it's all energy.



Sugar Information
General Post Office Box 94, New York, N.Y. 10001



Program Yourself Thin

Sugar Ads



Diet tip:

Nibble on a cookie about an hour before lunch.

Sugar keeps your energy up—and your appetite down.

Willpower fans, the search is over!
And guess where it's at? In sugar!
Sugar works faster than any other
food to turn your appetite down,
turn energy up.

Spoil your appetite with sugar,
and you could come up with

willpower—the willpower you need
to eat less, and maybe even
weigh less.

*Sugar . . . only 18 calories per
teaspoon, and it's all energy.*



Sugar Information

General Post Office Box 94, New York, N. Y. 10001

Sugar Ads



Sugar is Nature's essential element.

"Sugar-less" fad foods and so-called diet drinks deprive you of sugar's nutrition, energy, natural flavor and taste blending—a combination for which there is no substitute!

Sugar is a vital factor in a healthy diet.



THE GREAT WESTERN SUGAR COMPANY
GW Pure Sugar is grown, refined and consumed in America by Americans.



Program Yourself Thin

Changing Your Sugar Perception

- Recognize the marketing youth, energy, celebrities, favorite songs, etc
- Watch video about how sugar is made, what it's like to live with type 2 diabetes, etc)
- Change the unconscious associations
 - what do you think the negative effects are on you
 - connect with those effects to really feel them
 - go into a future with too much sugar



Lowering Your Sugar Intake

- Drink more water (calibrates tongue, improves brain function)
- Program in less sugar
 - what sugar habits would you like to change
 - what would you like to do instead during those times
 - program in the new behavior
- Visualize all the secondary benefits to your health, weight and life with less sugar (more energy, balanced moods, healthier taste buds, better brain function, optimized body performance)

