

The Truth about Sugar

Diet Soda (America's Dirty Little Secret)

-or-

Do Zero Calorie Foods Work?

The question seems like a no-brainer – but the answer may surprise you

The Answer is Clear: Between 1987 and 2000...

- The number of people using **calorie-free sodas** increased from **70 million to 160 million**
- The # **overweight** increased from **52% to 66%**
- The # **obese** increased from **20% to 32%**
- The # of **obese children** increased from **10% to 17%**



The Truth about Sugar

Diet Soda (America's Dirty Little Secret)

One Recent Study...(Circulation, 116: 480,2007)

- **Followed > 6000 participants in Framingham Heart Study for 4 years**
 - **Those who consumed one or more sugar-containing soft drinks per day...**
 - **Were 48% more likely to become obese**
 - **25% more likely to develop high triglycerides or high blood sugar**
- ...than people who consumed no soft drinks**

People gained just as much weight with one or more diet sodas per day as with regular sodas

The Truth about Sugar

Diet Soda (America's Dirty Little Secret)

The problem is...

- **We're using diet drinks to wash down our Big Macs & fries – or -**
- **Mrs. Field's super-sized brownies – or –**
- **Starbucks chocolate chip muffins – large, of course**

Why is that?

- **short circuits our body's natural ability to judge calories on the basis of sweetness...**
- **causes insulin levels to increase...**
- **it's psychological**

The bottom line is...

This isn't working!

The Truth about Sugar

Pink, Blue & Yellow (The Deadly Truth)

Pink (saccharin or Sweet 'N Low)

- increased risk of bladder cancer
- industry got congress to legislate removal of the warning label



Blue (aspartame or Nutrasweet or Equal)

- breaks down into chemicals that can be neurotoxic

Yellow (sucralose or Splenda – sucrose polyester)

- destroys healthy bacteria in the intestine
- may decrease effectiveness of some medications
- can be metabolized to toxic organochlorides

The Truth about Sugar

Pink, Blue & Yellow (The Deadly Truth)

Acesulfame (Sweet One or Sunette)

- increased risk of lung and breast cancer
- stimulates insulin release → hypoglycemia

Stevia (Rebiana, Truvia, PureVia)

- natural, long history of use, OK in small amounts
- **often used with other artificial sweetener**

Sugar alcohols (erythritol, sorbitol, maltitol, mannitol, etc.)

- natural, OK in small amounts
- can cause diarrhea in excess
- can interfere with absorption of essential nutrients

The Truth about Sugar

Pink, Blue & Yellow (The Deadly Truth)

It's all about avoiding the "Oops Factor"

**How many times have we been told by the FDA that
a particular artificial sweetener or food additive was safe...**

...only to be told latter...

...Oops...

...we made a mistake!

The Truth about Sugar

Pink, Blue & Yellow (The Deadly Truth)

The bottom line

- **the risk isn't zero – how much you use matters**
- **none will be safe for everyone**
- **we need to be particularly concerned with children**

Are they really the best choice – Do we really need them?

Sugar-free muffin

- **high in fat**
- **low in nutrients**
- **low in fiber**

Apple

- **low in fat**
- **packed with nutrients**
- **high in fiber**

The Truth about Sugar

The Truth About Sugar

There are no sugar villains...There are no sugar heroes

We do eat too much added sugar...but...

...the food is more important than the amount of sugar

Artificial sweeteners have risk...

...and no proven benefits

Why Use Them?