

SUGAR: **Your Sweetest Enemy**



www.MindBodyyness.com

Sugar:

Your Sweetest Enemy

Part One

Amy Cody



Amy is a personal trainer and life coach who takes a holistic approach to personal development. To reach your potential you need to work on developing and maintaining a healthy body and a healthy mind, together. Her writing covers exercise, mental health, life skills and nutrition. As a hands-on practitioner, Amy emphasizes the importance of developing and applying practical customized programs to help clients achieve their goals

This eBook is a guide and is provided for information and educational purposes only. The report has been written to provide accurate information with regard to the subject matter covered and we have endeavoured to ensure that the information presented is correct. However, it is supplied on the understanding that neither the publisher nor the author is engaged in providing legal, medical or other professional advice. The author is not a medical doctor and if professional opinion or assistance is required, the services of a qualified medical professional should be sought. By reading this guide you accept and agree that neither the author nor MindBodyness.com can be held responsible or liable in respect of the outcome of decisions made by readers of this guide.

No part of this publication shall be reproduced or sold in whole or in part in any form without the prior written consent of the author. This publication is protected under the US Copyright Act of 1976 and all other applicable international, federal, state and local laws. All rights are reserved, including resale rights. You are allowed to give this eBook to others freely, provided it is not altered in any manner and remains in its entirety

Copyright © 2020 MindBodyness.com

Table of Contents

1	Introduction	1
2.	The Different Types of Sugar	4
2.	Why Excess Sugar is Bad for You	7
4.	How Much Sugar Is Too Much?	12
5.	Where Sugar Hides	17
6.	Are You Addicted to Sugar?	24
7.	What to Do Next	29

Part One:
Know Your Enemy

1 Introduction

What is it about us that we seem to love sweet tastes so much? It's down to our evolution. We sense tastes through the taste buds on our tongue with different parts of the tongue able to sense different tastes. We taste sour through taste buds towards the back of the tongue and bitter at the sides. But it's the taste buds right at the front, at the tip, that allow us to taste sweetness.

Taste is a hugely important sense, and not just for the pleasure we get from tastes. It allows us to identify the foods that are good for us. By this reckoning, sugar must be good for us. And different sugars are indeed hugely important for our well-being. Our brain rewards us through a feeling of pleasure when we consume sugar. But we need sugar in limited quantities. Too much is very bad for us. Just as salt is essential but is poisonous in high doses, we need to get enough sugar, but not too much. However, we are very bad at identifying when we have enough sugar.

This problem arises because, for much of our history, we were somewhat starved of sweet tastes with the only common sources being honey, fruits (when available) and some vegetables that caramelize when burned. Sweet tastes were the preserve of the lucky few. So, no danger of having too much of a sweet thing! The other side of this is that we are hardwired to pursue and consume sugars when we do encounter them.

This was not a problem when sugar was scarce. But, humans being the resourceful animals they are, set about addressing this problem of scarcity as soon as they were able. It is thought that sugar cane juice was first extracted in Southeast Asia around four thousand years ago. By two thousand years ago granulated sugar was being produced in India. But it wasn't until the 16th and 17th centuries when sugarcane was grown in the Americas that sugar became widely available in the West, although it remained a luxury item.

When the ability to grow sugar beet in temperate climates was developed in the 19th and 20 centuries this all changed. Sugar in many forms, including many highly processed forms, rapidly became a cheap commodity ingredient. This was a major change, but our desires did not change in line. Now that sugar is plentiful, pretty much ubiquitous, we are physiologically and psychologically ill-prepared. We find it hard to adjust and not just follow our – mindless – instincts by consuming what we get.

In recent years, scientific research has drawn increasing attention to the link between sugar and obesity. Health authorities say that Americans have gotten fatter because they are consuming too many calories of all kinds. Many experts have singled out the role of added sugar consumption, which [increased more than 30 percent](#) between 1977 and 2010.

Therein we have the problems we are faced with. We need some sugar and are programmed to eat sweet things (some of us more than others). But we only need a limited amount. However, sugar is now easily available. Worse, we very often don't know we are consuming sugar as it is often hidden in high quantities in processed foods. We can't just go with the flow.

Because of this, Governments all over the world are starting to crack down on our consumption of sugar. They are passing taxes on sugary drinks and snacks, banning them from schools, and more treatment programs are becoming open to people who believe they are addicted to sugar. These interventions seem to be [having some success](#) in terms of reducing the amount of sugar people consume, although they remain at an early stage.

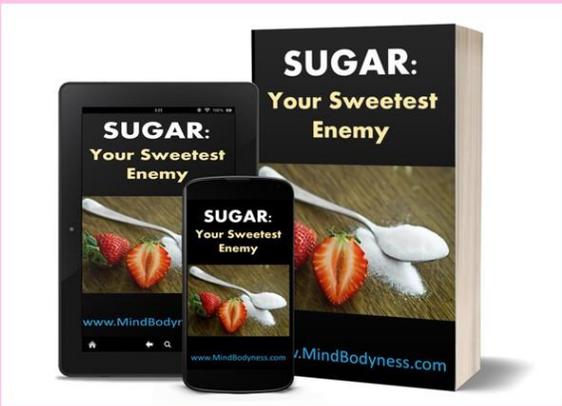
But what is the truth? Is sugar your enemy? How much do you need? Can you be trusted to act in your own best interests? And how can you go about reducing your intake of sugar, and refined sugars in particular.

This is Part One of a report that provides the information you need to answer these questions for yourself. It provides information on the nature of sugar and how it impacts on your body. It also indicates safe target levels of consumption. However, modern diets are leading to consumption levels that are typically a multiple of the recommended levels. Are you exceeding the recommendations? You likely are, even if you are unaware of it. In particular you might be unaware of the myriad places where high levels of sugar is found.

Cutting down is not always easy, but it is certainly possible. Part Two examines how you should go about this and the barriers you will likely face. You can [download Part Two by clicking here](#). It shows that you don't have to abandon sweetness in order to reduce sugar intake and contains over 35 low-sugar recipes, covering snacks, main dinners and desserts to help you achieve your objective. It is possible to make a healthy move by cutting back on your sugar intake.

FREE REPORT

Sugar: Your Sweetest Enemy



Why do we have such a taste for sugar?
How much sugar should you consume?
How much are you consuming?
How might you cut back a bit?

[**Download the Report**](#)

No registration required.

2. The Different Types of Sugar

Coca leaves were used for centuries in their natural state to chew on or to make tea. This was normal and there were no issues. But, then they were highly processed and turned into a dangerous and addictive drug known as cocaine.

The innocent poppy flower suffered the same fate. Formerly a safe and effective tea, often used for relaxation and pain, it got super-processed and became a powerful, dangerous and addictive opiate.

Sugar first starts out as sugar cane - a healthy stalking plant. Used in its natural form you can't consume enough to make you sick. But super-concentrated and processed it becomes like a drug. In fact, with lab rats, sugar outperformed cocaine as the drug of choice.

It's important to know that there are various types of sugar, some natural and some very processed - to the point that even if they started natural, they are no longer natural.

- **Fructose** – Don't get confused by the word. While fructose is derived from fruit, it's gone through processing that makes it a highly concentrated form of sugar. This type of fructose should really be called "industrial fructose".

Eating fructose from natural fruit is not unsafe and should not be avoided. Once processed, though, it becomes something else entirely and causes a lot of health problems.

- **Glucose** – This is the sugar that's in your blood. You get it from natural plant foods such as carbohydrates, fruits, and vegetables, especially starchy ones. It's one of the most important medications and very readily available in

nature. It supplies almost all the energy to the brain. It's important for metabolic health, respiration and more. If you want to be able to think clearly, you must have the right amount of glucose. Glucose is created industrially by using starchy plants like corn, rice, wheat, and other ingredients.

- **Lactose** – Found in milk, it's made from galactose and glucose. Industrially it's produced as a by-product of the dairy industry. Most humans produce lactase to help digest this type of sugar far into adulthood. But some people, especially from eastern and south-eastern Asia and some parts of Africa cannot properly digest this type of sugar in adulthood.
- **Maltose** – This sugar is found in the germination process as the seeds break down their starch stores for food to sprout and grow. This type of sugar can cause many intolerances as well as weight gain, kidney stones and more. However, eating it in its natural form such as in sweet potatoes, soybeans, barley and wheat (other than those who suffer from celiac) is healthy.
- **Sucrose** – This type of sugar comes from cane and beets. Modern processing can make it look just like table sugar. Before it's been processed it has a lot of health benefits, vitamins, and minerals. Honey is mostly fructose and glucose with trace amounts of sucrose.

As you see, most sugars start in a very natural state and aren't bad in their natural and most whole form until they undergo super-processing. It's the super-processing that's bad for you, because it makes natural sugars into highly addictive drug-like substances. A big problem is that most of the sugar we encounter is highly processed and often incorporated into common foods and drinks in its most harmful forms.

High fructose corn syrup is a good example. Tariffs and quotas on sugars were introduced in the US in the late 1970's to assist and protect the incomes of domestic

farmers. However, this pushed up the cost of domestically produced sugar in the US to twice the global price. Very quickly, food, and especially drinks manufacturers, looked for cheaper sources of sugar and found that a process that had been developed in the 1960s meant that high fructose corn syrup, which could be produced from domestically grown corn, provided a relatively cheap substitute as the price of corn in the US is kept low through subsidies paid to growers. By the mid 1980s, this high-fructose corn syrup was widely used as a sweetener in drinks and processed foods. Most of the sugar input to foods and drinks in the US is in this form. The economic incentives are different in most other countries and similarly branded sweet drinks are produced using different sugars in other countries.

This illustrates a number of lessons:

- The sugars in our modern diets is often of the most harmful type;
- We don't usually realize this; and
- We have designed our food production systems to bring this about – even though we know the health dangers.

A number of very informative documentaries on the prevalence of sugar in modern diets and the consequences of over consumption. Have a look at the following on YouTube:

The Secrets of Sugar - the fifth estate.

<https://www.youtube.com/watch?v=K3ksKkCOgTw>

The Truth about Sugar

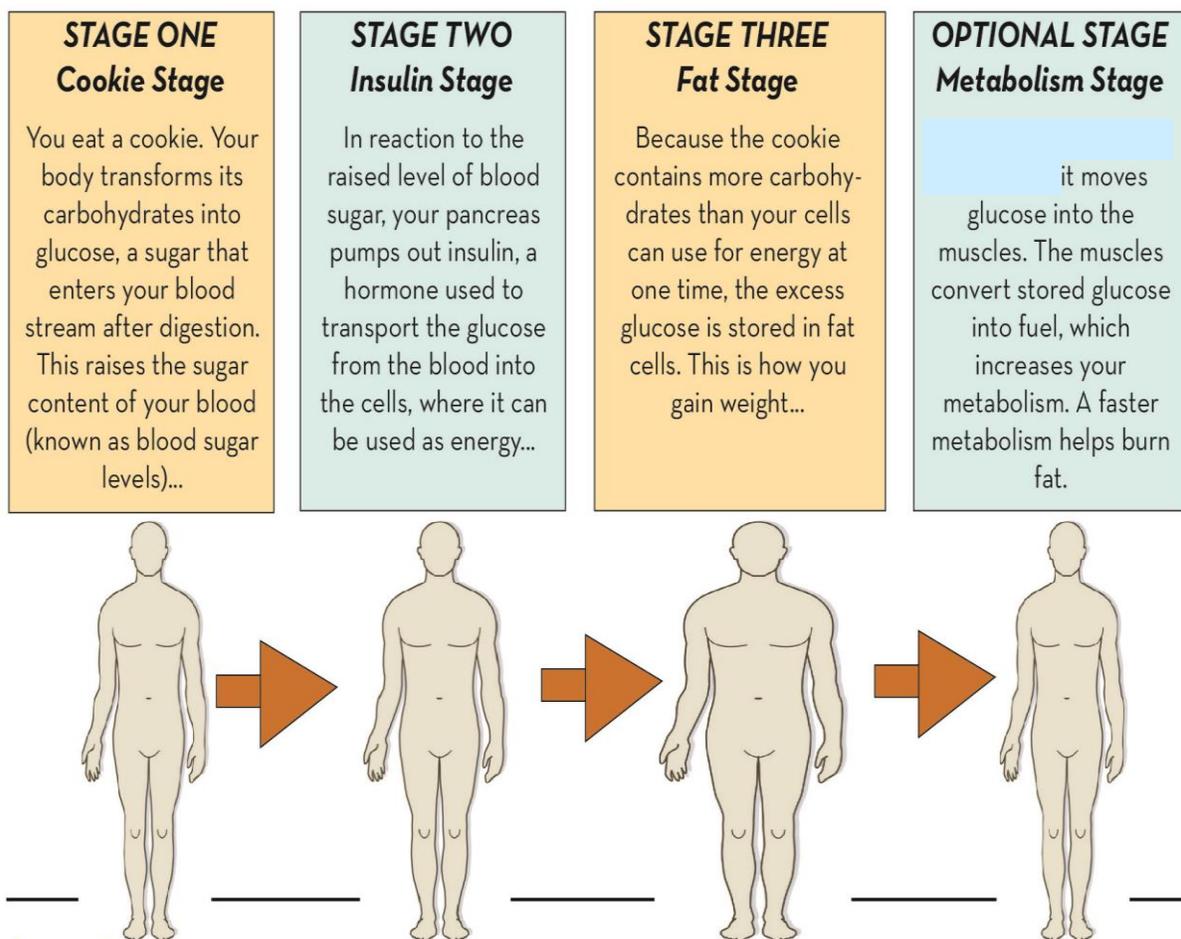
https://www.youtube.com/watch?v=ONXNKacNU_4

Sugar: The Bitter Truth

<https://www.youtube.com/watch?v=dBnniua6-oM>

2. Why Excess Sugar is Bad for You

Have a look at how sugar is used in your body. Let's say you eat a cookie. The sugars and carbohydrates in the cookie are transformed by your body into glucose. The glucose enters your blood stream thereby raising your blood's sugar level above their stable level. Your body reacts by increasing the production of the hormone insulin which acts to move the blood to the cells where it can be used as energy.



It is unlikely – since a cookie typically contains a lot of refined sugar – that your body requires all that energy right at the very moment you are eating the cookie.

So, your body looks to store some of it for when it is required in the future. It is stored in the fat cells in your body. Fat cells are not created by this process, at least not in adults, but the existing cells become saturated by the excess glucose. When your body needs this stored energy, the contents of the fat cells are provided to your body as triglycerides. The fat cells are not directly turned into energy: it's not like a fire or a combustion engine where fat cells are a stored fuel that is turned directly into energy release. Rather the glucose is released in the form of triglycerides to be used by your muscles, and other body parts. The triglycerides are then processed in a series of chemical reactions into energy, water and carbon dioxide (CO₂) with most of these actually being expelled from the body in the form of heat, by breathing and as urine and sweat.

But, what if there is too much sugar intake such that it cannot be used by the body? Simple: the fat cells remain saturated and you gain weight. But weight gain is only part of the problems that arise from excess intake. Indeed, so many problems have been associated with excess sugar intake that consuming excess sugar is often thought to be even more damaging than consuming excess fat.

1. **Your Immune System** – If you consume too much processed sugar you can reduce your ability to kill germs inside your body. It doesn't take much, either. Just two sodas can stop the ability to fight off that flu bug and lead to falling ill. This doesn't mean you shouldn't get vaccines if you don't eat sugar, but when it comes to health, including dental health, avoiding added sugar can boost your immune system considerably.
2. **Mineral Balance** – If you have trouble sleeping at night, are constipated and having other problems, you could be having trouble with your mineral balance. If you eat a lot of sugar, you are likely depleting your magnesium stores to process it. Plus, you will lose more chromium through your urine if you eat a lot of sugar.

3. **Behavioural Problems** – Every parent on the planet will tell you that sugar and lack of sugar can affect their child’s behaviour. If a child is hungry and their blood sugar is low, they will be sleepy and grumpy. If a child has an overdose of sugar, they will become agitated and animated. The key to better behaviour is blood sugar balance.
4. **Empty Calories** – The fact is, processed sugar has no health benefits whatsoever. It’s simply fooling our taste buds and our brain – which has evolved to think that sugar is good for us – into thinking we are consuming something healthy. Therefore, when you eat sugary meals, you’re eating empty calories that will cause weight gain. The fact that sugar is often combined with fat and salt makes the effects even worse. It’s better to avoid added sugar when you can.
5. **Elevated Insulin Responses** – When your insulin response is healthy, your cells will release the right amount of insulin. But, if you regularly consume sugar, especially in “overdose” amounts, your body will become confused about when to release insulin and when not to.
6. **Damages Cells and Tissues** – The tissue in your eyes, kidneys, nerves and some other vital organs seem to carry sugar a lot longer than other organs. This means that the body can suffer damage from that remaining sugar because it damages small blood vessels.
7. **Causes High Blood Triglyceride Levels** – There are no symptoms for high blood triglyceride levels. The only way to know if you have high triglycerides is by getting a blood test. It’s usually part of your overall cholesterol test.
8. **Contributes to Hyperactivity** – There are studies that show both results. Sugar does cause hyperactivity and sugar doesn't cause it. You must remember that any drug can affect one human one way, and another human another way. But,

parents often report problems with hyperactivity in their child after consuming too much sugar. You can't ignore the possibility.

9. **Anxiety** – Refined sugars enter the blood stream quickly, and then also leave the blood stream quickly. This process can manifest in more anxiety overall. Even though people who are addicted to sugar often eat to suppress anxiety, it's just making the problem much worse. It's best to avoid added sugars in the first place.
10. **Poor Concentration** – Again, the reason sugar may affect concentration is because of the speed by which processed sugar can invade blood cells and then leave them. You need a balanced level of glucose to feed your brain, not short bursts of sugar such as in the form of soft drinks or cereal.
11. **Poor Memory Formation** – Another brain area affected by high sugar diets is the hippocampus — a key memory centre. [Research shows](#) that animals eating high-sugar diets were less able to remember whether they had previously seen objects in specific locations before. Regularly eating high-sugar foods can amplify cravings. The image is in the public domain. The sugar-induced changes in the hippocampus involved a reduction of new neurons, which are vital for encoding memories, and an increase in chemicals linked to inflammation.
12. **Feeds Some Cancers** – The fact is, cancer cells love sugar. That's because like most living things they need sugar to grow. But, not all sugars are created equal. Cancer cells love white sugar, white flour, and high fructose corn syrup. The good thing is that if you simply reduce your consumption of processed sugar, you can cut your cancer risks.
13. **Hypoglycaemia** – Low blood sugar happens in people who have a condition called hypoglycaemia. This can be a condition on its own, but it can also

happen in people who have diabetes and take medications like insulin because their bodies don't produce enough on their own.

14. **Poor Digestion** – Processed sugar is very acidic. The more alkaline you can make your body, the healthier you'll become. If you have an acidic stomach you'll suffer from heartburn, GERD, and other digestion problems.

Notice that these issues cover both physiological and psychological areas. And a number of these impacts on the brain can mimic what is seen with addictive substances, a point returned to later. Of course, everyone may be affected differently and it's best to look at your own symptoms and health issues and talk to your doctor. But if you have any of these problems, try eliminating processed sugar to see if you notice any changes in your health.

A number of very informative documentaries on the prevalence of sugar in modern diets and the consequences of over consumption. Have a look at the following on YouTube:

The Secrets of Sugar - the fifth estate.

<https://www.youtube.com/watch?v=K3ksKkCOgTw>

The Truth about Sugar

https://www.youtube.com/watch?v=ONXNKacNU_4

Sugar: The Bitter Truth

<https://www.youtube.com/watch?v=dBnniua6-oM>

4. How Much Sugar Is Too Much?

One thing that needs to be clear is that there is a difference between naturally occurring sugars and added sugar. There is sugar in all plant food and plant food is good for you. In fact, most of your plate should make up plant food if you want to be at your optimum health.

If you are exceeding recommended levels of sugar intake then you are consuming excess sugar. Sugar enters our diets either by naturally occurring in food or being added to it. It can be defined as either:

- **Intrinsic Sugar** - Sugar held within the cell structure of food, as in whole fruit and vegetables; or
- **Free Sugar (sometimes referred to as Added Sugars)** - Sugar *not* held within the cell structure of food, as in table sugar, milk, honey, syrups, fruit juices and concentrates (also called **extrinsic** sugar) which may be added in production, during cooking or even at the table. [Note that sugar in dairy products is often excluded from definitions of free sugars and is referred to as Non-Milk Extrinsic Sugars (NMES).]

Free sugar consumption tends to far outweigh intrinsic sugar in the average diet and the recommended levels for intake are usually given in terms of 'free sugar' intake. The main recommendations are:

- **EU:** The Reference Intake (previously Guideline Daily Amount) for **total sugar** (intrinsic and extrinsic) is 90g for adults which is around 340 calories. This falls to 85g for children.
- **WHO:** Published draft guidelines say **free sugars** should make up less than 10% of daily energy intake and a reduction to below 5% would have additional benefits for dental health.

- **SACN:** Recommendations are set by the Scientific Advisory Committee on Nutrition (SACN) in the UK and it advised that **free sugars** should be around 5% of daily energy intake.
- **NHS:** Recommends that added sugars should be no more than 10% of daily energy intake. As a general rule, adults should not consume more than about 30 grams in total of free sugars each day.

The recommended intake for free sugars is equivalent to about 7 sugar cubes per day. Children aged 7 to 10 should have no more than 24g of free sugars a day (6 sugar cubes). Children aged 4 to 6 should have no more than 19g of free sugars a day (5 sugar cubes). There's no guideline limit for children under the age of 4, but it's recommended they avoid sugar-sweetened drinks and food with sugar added to it. Furthermore, free sugars should not make up more than 5% of the energy (calories) you get from food and drink each day.

That means if you eat 1500 calories each day, you can eat 30 grams of free sugar a day. How much of that you want to be processed and added sugar is up to you. But obviously, keeping the amount of added sugar lower is better for your health. This gives you some room to experiment with your health and to have a little fun on your birthday. When you consider that a cup of grapes has 15 grams of sugar but a can of coke has 39 grams, it makes the choice easier. If you really want a drink, a tall glass of filtered water with a cup of grapes will fill you up longer. The main thing is to find substitutes that you truly enjoy and like, while not overshooting the sugar allowance you have for each day. The more natural sugars that you consume within that limit, the healthier you'll feel. And there are many low glycemic choices that you can make. Here's a quick guide to the sugar content of common fruits and vegetables.

Fruit

- Apples – 1 small = 15g
- Apricots – 1 cup = 15g
- Banana – 1 medium = 14g

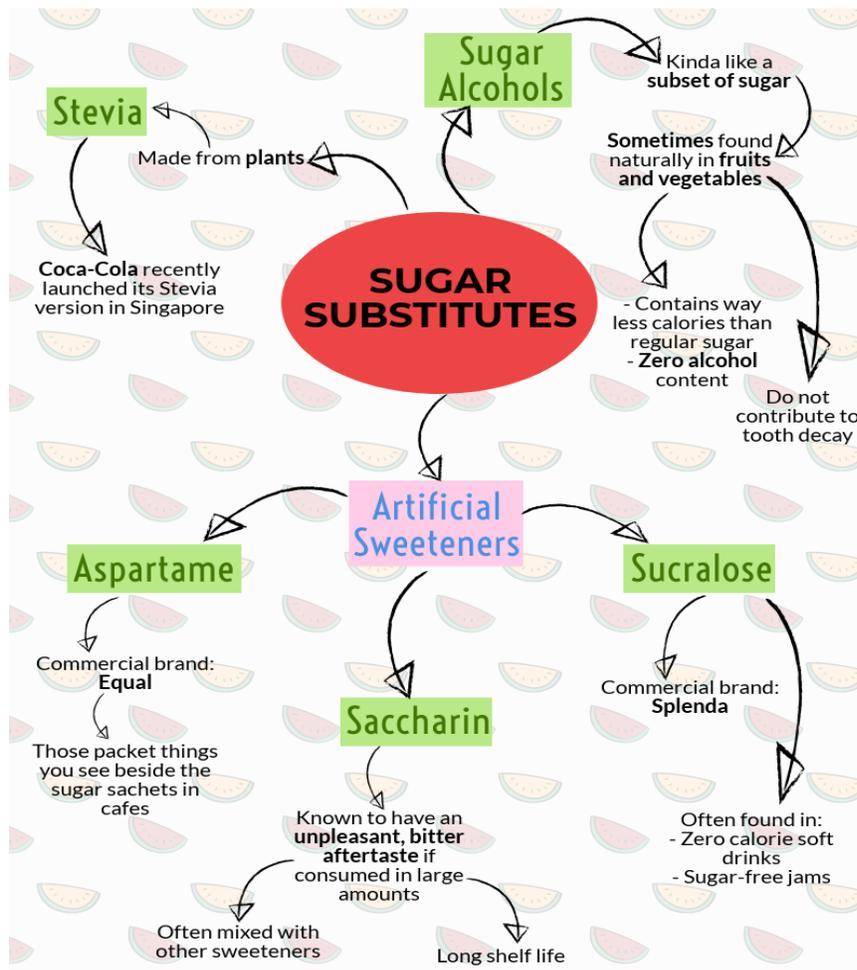
- Blackberries – 1 cup whole = 7g
- Blueberries – 1 cup whole = 15g
- Cantaloupe melon – 1 cup diced = 12g
- Cranberries – 1 cup whole = 4g
- Grapefruit – 1 cup = 16g
- Guavas – 1 cup = 15g
- Honeydew melon – 1 cup diced = 14g
- Lemons – 1 wedge = 0.2g
- Limes - 1 wedge = 0.15g
- Papaya – 1 cup 1" cubed = 11g
- Peaches – 1 cup sliced = 13g
- Raspberries – 1 cup whole = 5g
- Rhubarb – 1 cup diced = 1.3g
- Strawberries – 1 cup whole = 7g
- Tomatoes – 1 large whole = 4.8g
- Watermelon – 1 cup diced = 9g

Vegetables

- Artichokes – 1 large = 1.6g
- Asparagus – 1 cup = 2.5g
- Broccoli – 1 cup chopped = 1.5g
- Carrots – 1 medium = 2.9g
- Celery – 1 cup chopped = 1.8g
- Corn – 1 cup = 1.1g
- Cucumber – 1 8-in = 5g
- Green Beans – 1 cup = 3.3g
- Kale – 1 cup chopped = 1.6g
- Lettuce – 1 head = 2.8g
- Soybean sprouts – 1 cup = 0.1g
- Spinach – 1 cup = 0.1g
- Summer squash – 1 cup sliced = 2.5g
- Swiss chard – 1 cup = 0.4g

Most natural foods don't really have "too much" sugar. If you can eat 90 grams of total sugar a day and you choose wisely from the lower sugar fruits and veggies, you'll need to eat a lot of fruit and vegetables to reach the daily limit. Remember also that sugar contains around 380 kcal (calories) per 100 g, approximately 16 calories per teaspoon. When you consider that one teaspoon of processed sugar is 4.2 grams, you can decide what is best to eat in every given situation. It's a pretty straightforward decision.

But what of sugar substitutes? Are they not the easiest way to reduce sugar intake while keeping the sweetness? To an extent that is the case, but only to a limited extent. The problem is that you may be reducing one problem – sugar consumption – but creating a different problem in its place.



Sugar substitutes fall into two categories: those that are naturally occurring and artificial sweeteners. The latter group are sold under various brand names and make up the largest part of what is added to food to sweeten it. The natural sweeteners can be divided into Stevia and sugar alcohols. Don't confuse the name with alcohol as it is normally consumed, these are not alcoholic drinks. The main benefit is that they contain far less calories than sugar and do not contribute to tooth decay. Artificial sweeteners can also claim these benefits but as shown below there are a range of issues to be considered.

<p style="text-align: center;">STEVIA</p>  <ul style="list-style-type: none"> ✓ Can regulate blood sugar levels ✓ Can promote digestion ✓ Linked to weight loss 	<p style="text-align: center;">NATURAL SWEETENERS</p>  <ul style="list-style-type: none"> ✗ Raises blood sugar levels ✓ Consume in moderation 	<p style="text-align: center;">WHITE SUGAR</p>  <ul style="list-style-type: none"> ✗ Raises blood sugar levels ✗ Processed- often contains chemical pesticides & herbicides
<p style="text-align: center;">ASPARTAME</p>  <ul style="list-style-type: none"> ✗ Causes headaches/dizziness ✗ Increases risk of ADHD ✗ Linked to Leukemia 	<p style="text-align: center;">SUCRALOSE</p>  <ul style="list-style-type: none"> ✗ Spikes insulin levels ✗ Linked to weight gain ✗ Destroys health bacteria in gut 	<p style="text-align: center;">SACCHARIN</p>  <ul style="list-style-type: none"> ✗ Caused tumors in lab rats ✗ Linked to weight gain ✗ Increases risk for developing diabetes

In summary, natural alternatives are better than sugar, although not as good as cutting down unless taken in the form of plain fruit and vegetables. In relation to artificial sweeteners, don't get taken in by the advertising and be informed regarding their impacts on your body.

5. Where Sugar Hides

We never see most of the sugar we consume, and sometimes we cannot even taste it. So, we have to be aware of where it exists. However, this is not always easy.

The easiest type of sugar to spot is that which may be on the table. However, this typically accounts for only 4% of consumption. Next are sweets such as cakes, cookies, candy and syrups. Together these account for just 18% of the total. How is the remaining 78% getting into our diets?



Sweetened drinks account for 33% of total consumption. This leaves a full 45% which is fairly hidden from view or is even consumed in the form of foods that are

thought of as healthy parts of our diets. The greatest culprits in this regard are fruit drinks, which account for 10% of the total, cereals which account for 5% and low-fat products which account for a further 4%. The remaining 26% of sugar consumption is well hidden in a wide range of foods – pretty much every processed product you eat – even those that would be considered to be savoury rather than sweets.

Of course, if there's sugar in the product then it will say it on the label. But you might not even notice that the label says there's sugar inside. The fact is, sugar comes in many guises on food labels, including:

- corn sugar
- dextrose
- fructose
- glucose
- high-fructose glucose syrup
- honey
- maple syrup
- agave syrup
- invert sugar
- isoglucose
- levulose
- maltose
- molasses
- sucrose

In terms of the food products, here are the worst offenders where you will find the highest concentrations of processed sugar.

Sugar, preserves and confectionery: A large chunk of the added sugar in our daily diet (up to 27%) comes from table sugar, jams, chocolate and sweets. This is a particular problem among children aged 11 to 18 years. The worst offenders include:

- chocolate spread (57.1g of total sugar per 100g)
- plain chocolate (62.6g sugar per 100g)
- fruit pastilles (59.3g sugar per 100g)

Non-alcoholic drinks: A surprising amount of the added sugar in adult diets comes from soft drinks, fruit juice and other non-alcoholic drinks. The levels are even higher among children aged 11 to 18 years, who get around a third of their added sugar from drinks – mainly soft drinks, such as cola. A 500ml bottle of cola contains the equivalent of 17 cubes of sugar. Perhaps more surprising, 100% pure unsweetened fruit juice is high in the type of sugars we need to cut down on. This is because the juicing process releases the sugars contained in the fruit, meaning they can damage our teeth.

According to the Harvard School of Public Health, sports drinks, fruit punches, sodas and other sweetened drinks are the [single largest source of calories and added sugar](#) in the American diet and “a major contributor to the obesity epidemic.” About half of all adults consume sugary drinks on any given day, although this is [down from roughly 62 percent](#) in 2003. [Large studies](#) have linked these drinks to an increased risk of Type 2 diabetes, heart disease and premature death. But critics point out that obesity rates [have continued to rise](#) even though consumption of sugar-sweetened beverages in America has fallen in the last 16 years as companies have begun to produce many more drinks that have low or no calories. This indicates the importance of other sources of sugar.

That said, fruit juice still contains vitamins and minerals, so 1 glass (150ml) of unsweetened 100% fruit juice counts as 1 of your 5 A Day. Fruit juice is best enjoyed at mealtimes to reduce the risk of tooth decay. Children should avoid sugary drinks and swap to water, lower fat milks, and diet, sugar-free and no-added-sugar drinks. The worst offenders are:

- cola (10.9g sugar per 100ml)
- squash cordials (24.6g sugar per 100ml)

- sweetened fruit juice (9.8g sugar per 100ml)

Biscuits, buns and cakes: Many of us are ‘grazers’ who prefer to fill up on something that's quick and comforting, but often high in sugar and fat, such as buns, pastries, biscuits and other cereal-based foods. While cereal-based products, especially wholegrains, form part of a healthy, balanced diet, try to cut down on varieties high in sugar and fat, which can increase the risk of tooth decay and contribute to weight gain if eaten in excess. Among the worst offenders are:

- iced cakes (54g sugar per 100g)
- chocolate-coated biscuits (45.8g sugar per 100g)
- frosted corn flakes (37g sugar per 100g)

Alcoholic drinks: Many people are unaware of the sugar content in alcohol and do not include booze when calculating their daily calorie intake. Alcohol contains more calories (7kcal/g) than carbohydrates or protein (4kcal/g). This means that a standard glass of wine (175ml, 12% ABV, 126kcal) can contain as many calories as a piece of chocolate. So try to cut down:

- have a few alcohol-free days each week
- try lower alcohol drinks
- have a smaller bottle of beer instead of a can
- use sugar-free mixers
- swap every other drink for a water or sugar-free soft drink

More on this later.

Dairy products: Dairy products like cheese and yoghurt form part of a healthy, balanced diet. But some dairy products, such as flavoured milks, yoghurts and dairy-based desserts like ice cream, contain added sugar. Among the worst offenders are:

- fruit yoghurt (16.6g sugar per 100g)
- fruit fromage frais (13.3g sugar per 100g)
- choc ice (20.5g sugar per 100g)

Savoury foods and Condiments: Sugar is also found in surprisingly large amounts in many savoury foods, such as stir-in sauces, ketchup, salad cream, ready meals, marinades, chutneys and crisps. For example:

- tomato ketchup (27.5g sugar per 100g)
- stir-in sweet and sour sauce (20.2g sugar per 100g)
- salad cream (16.7g sugar per 100g)

If you dip your fresh apples or celery into the wrong thing, you may be making matters worse. Instead, make your own condiments or read the labels. Today there are many low-sugar varieties of condiments, including low-sugar ketchup.

But it's the hidden sugar in our diet that is hard to find that can be the most dangerous. You'll may be surprised at the things that have added and often unnecessary sugar inside.

- **Breakfast Cereal** – Most people would have guessed this one, but we're not talking about the sugar in sugary cereal. We're talking about hidden sugar in so-called healthy cereals. Some "healthy" cereals have more than 23 grams of sugar per serving.
- **Asian Food** – Most restaurant-made or packaged Asian food has an enormous amount of sugar in it. Even sushi. The way you make sushi rice includes adding sugar to it. You can make your own Asian food to ensure that the sugar level is not too high.
- **Canned and Packaged Soups and Sauces** – Thankfully, all you have to do is check the labels. Some yogurt has more than 15 grams of sugar. Even spaghetti sauce and gravy can have more sugar than a soda drink. If you want to be sure to eat less sugar, read labels and find no-sugar options or make your own.

- **Frozen Yogurt** – Just because the word yogurt is on the packaging it doesn't mean it's healthy. It's just as sugary as regular ice-cream. Frozen yogurt is a dessert. Treat it as if it's a dessert. Don't use it for a meal, and don't believe you're eating healthier. If you prefer real ice cream for a snack you are now free to eat it instead, as one is not better than the other when it comes to sugar.
- **Smoothies** – They're all the rage and there are many smoothie shops out there banking on it. But, most smoothie shops use fruit with added sugar which removes any benefits you would have from drinking a smoothie at all. If you make your own, watch it when recipes ask for dried fruit too. Using whole, fresh fruit is much better.
- **Bread** – While most bread good for you, be aware that most mass-produced bread is made with highly refined flour and sugar. Both of these affect blood sugar. Even wheat bread may be high in sugar, so you need to read the labels. Rye and Spelt breads are usually lowest in sugar. Plus, you can make your own to avoid additives and sugar that can harm your health.
- **Canned Beans** – Check the labels on canned beans, especially ones with any type of sauce on them like chili beans or baked beans. These are usually so high in sugar that if you compared it to a cake you wouldn't know which was which just by the amount of sugar.
- **Muffins** – You probably already realize that some muffins are high in sugar, but even the ones that sound healthy are just cakes in muffin form with a healthy flour or healthy name added. They are all high in sugar. There are some recipes for low-sugar muffins, though; just search the net and you're sure to find them. You don't have to do without.
- **Yogurt** – Just like frozen yogurt is high in sugar, so is most sweetened yogurt - including low-fat yogurt. The best way to combat this problem is to

make your own yogurt or eat yogurt as a dessert. You can also buy plain yogurt and add your own fruit and stevia to create a low-sugar snack that is healthy due to the probiotics in yogurt.

The lesson is that anything premade and packaged is in danger of having too much sugar. It's best to read the labels and judge for yourself. Keep in mind that the average adult should not consume more than 30 grams, or 5 percent of their total calories, in added sugar daily.

6. Are You Addicted to Sugar?

There is quite a debate regarding whether sugar is addictive and no consensus. However, the very wide use of sugar in processed foods is for a reason: it increases demand for the product. It's as if our brain is hardwired to want these foods. Sugary foods are excellent sources of energy, and we have evolved to find sweet foods particularly pleasurable. Foods with unpleasant, bitter and sour tastes can be unripe, poisonous or rotting — causing sickness. So to maximize our survival as a species, we have an innate brain system that makes us like sweet foods since they're a great source of energy to fuel our bodies. But does it go beyond that? Can excess intake of sugar result in changes to the brain that lead to greater cravings for sugar?

When we eat sweet foods the brain's reward system — called the mesolimbic dopamine system — gets activated. Dopamine is a brain chemical released by neurons and can signal that an event was positive. When the reward system fires, it reinforces behaviours — making it more likely for us to carry out these actions again. Dopamine “hits” from eating sugar promote rapid learning to seek out more of these foods.

Regardless of our need for food to power our bodies, many people experience food cravings, particularly when stressed, hungry or just faced with an alluring display of cakes in a coffee shop. To resist cravings, we need to inhibit our natural response to indulge in these tasty foods. A network of inhibitory neurons is critical for controlling behaviour. These neurons are concentrated in the prefrontal cortex — a key area of the brain involved in decision-making, impulse control and delaying gratification.

Inhibitory neurons are like the brain's brakes and release the chemical GABA. Research indicates that high sugar diets can alter this process. As a result, people who regularly eat a high-fat, high-sugar diet may crave for snack foods even when they are not hungry. They are giving in to their basic evolutionary impulses more easily as their inhibitory neurons are weakened.

As you were reading this report, and seeing the recommended limits on sugar intake, and knowing that you are almost certainly exceeding this level, did you start thinking about ways to get around the 30-gram maximum of sugar that you can have each day? Is this an indication of sugar addiction? Here are some other common behaviours that indicate sugar addiction:

- **You Eat Too Much** – If there are some foods that you just can't stop eating, assume they're likely high in sugar. Sugar doesn't really make you satiated, so it's hard to stop. This is made worse if sugar is combined with sodium and fat. For example, you may be eating donuts which are also high in salt and fat, but would you really eat them without the sugar? Doubtful.
- **You Crave Processed Carbohydrates** – If you're often craving refined carbs like chips, crackers, and bread, then you may just have a problem with sugar. Often, eliminating added sugars can reduce cravings that you're having for high processed carbs over time.
- **You Crave Salty Foods** – With processed foods, salt and sugar go together very well. If you feel like you could lick a salt lick and be happy, you may be addicted to sugar. Look at the amount of sugar in the snacks you normally eat. If they're highly processed, you can bet they have too much added sugar.
- **You Crave Meat** – This might seem strange, but if you crave meat when you really don't need it and aren't really that hungry, you may really be craving the spices that are often on meat such as wing sauce which is very high in sugar.
- **Every Meal Is High in Sugar** – Is your typical meal higher in sugar than it should be? Keep in mind that the maximum of 30 grams of free sugar is a maximum. It doesn't mean you need to eat that much sugar. If you feel bad

and aren't healthy, you can always cut that amount down. The best way to do that is avoid added sugars and only eat sugar that is naturally in plants.

- **You Get Moody without Sugar** – If you find that you are often feeling grumpy and moody, the problem might be sugar. If you often suffer dips and rises in blood sugar, when you have a dip you will suffer from grumpy moods. This can be exacerbated by eating sugary things like candy which will provide a fast jump and a quick fall.
- **You Feel Powerless Over Sugar** – Do you ever feel like you don't even want to eat that sugary snack but you do it anyway because you know it'll make you feel better? This is common in people who work long days; students especially. It's true that eating a sugary snack will help temporarily, but you'd do far better eating a fruit snack with only natural sugars and fibre to help slow down the sugar absorption.
- **You Start and End Your Day with Sugar** – Look at your entire day. What do you eat in the morning? What do you eat before bed? What is the first and last thing you eat each day? If you're eating sugar in the morning and at night, especially added processed sugar and not sugar in whole plants, then that is a sign that you may have an addiction to sugar.
- **You Suffer a 3pm Slump** – If you work in an office, you'll notice this a lot more than if you are retired or work from home. But pay attention if somewhere after lunch you start falling asleep while you're working or feel as if you need a nap. Look at your diet. Are you giving yourself energy for lunch or are you setting yourself up for a sugar crash?

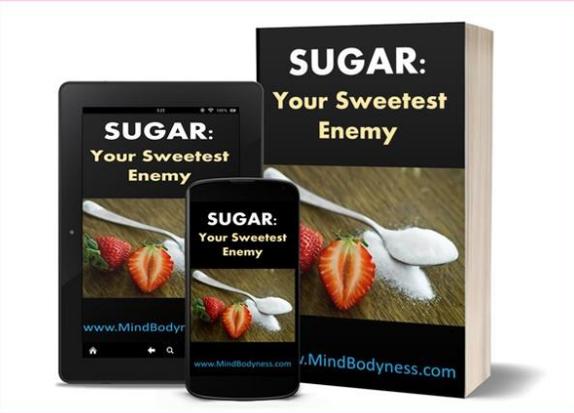
If you are going through any of these issues, it is wise to calculate how much sugar you're eating in any given day. Most people eat double the recommended sugar maximum due to added and processed sugars, including hidden sugars. How are you doing?

If you are consuming above the safe level, will you be able to cut down on your sugar intake? You need to start, but it can be difficult. Part Two of this report provides ways to do so. [Click here](#) to download the full report.

Confessions of a Sugar Addict in a Sugar-Laden World. A TED talk by Laura Marquis https://www.youtube.com/watch?v=OzAtedK_tpg

FREE REPORT

Sugar: Your Sweetest Enemy

The image shows three digital devices displaying the report cover. On the left is a tablet, in the center is a smartphone, and on the right is an e-reader. All three devices show the same cover: a black background with the title 'SUGAR: Your Sweetest Enemy' in white and yellow text, and a photograph of a white spoon with sugar and a sliced strawberry.

Why do we have such a taste for sugar?
How much sugar should you consume?
How much are you consuming?
How might you cut back a bit?

Download the Report

No registration required.

Part Two:

Overcome Your Enemy

Contents

- Chapter 7: Break Your Sugar Habit
- Chapter 8: Have the Sweetness Without Excess Sugar
- Chapter 9: Dealing with Sugar Withdrawal Symptoms
- Chapter 10: Low Sugar Recipe Ideas: Snacks & Lunches
- Chapter 11: Low Sugar Main Meal Recipes
- Chapter 12: Recipes for Sweets & Treats
- Chapter 13: Controlling Sugar Intake in Alcoholic Drinks
- Chapter 14: What Now?

7. What to Do Next

Part One of this report has introduced you to the problems associated with consuming excess sugar. It's clear that there's a serious health issue here. The good news is that it is within the abilities of every one of us to address this issue, should we have the desire to do so and with a little help.

To lose weight and get healthier, you need to avoid added sugars. While possible, this can be difficult as sugar can be hidden within much of our food. Even when we know about the issue and can identify the sugar content of our diets, it can be hard to go against our deepest instinct and cut back on sugar. So you need to prepare and give yourself every chance of success.

Part Two shows you how and provides you with all the information you will require. It shows you to take it one day at a time, to get enough hydration, to exercise, and get enough sunshine. It helps you to see that sugar, even processed sugar, is not bad, in itself. It's our tendency to eat too much highly processed sugars that makes sugar a problem.

If you have been eating too much sugar, particularly if it is too much of the wrong kinds of sugar, then you need to act. Start by downloading the [full report at this link](#).

Be aware of the adverse health consequences of what you are doing and use this information to change your ways. You don't have to think in terms of no sugar and any change is a step in the right direction. So make that first step. [Click here](#).