



A CALORIE is not A CALORIE

LET'S DEBUNK THIS MYTH: "ALL CALORIES SHOULD BE TREATED EQUALLY"

MYTH



THIS MYTH IS A DANGEROUS ASSUMPTION THREATENING OUR HEALTH
COUNTING CALORIES HAS BEEN MISLEADING!

A CALORIE IS A UNIT OF MEASUREMENT



Conventionally used to measure the amount of energy that foods produce



The system dates back to the 1900s; it is useful but also inadequate



It fails to accurately reveal what happens to energy from foods once in our body

WE BURN DIFFERENT AMOUNTS OF CALORIES TO DIGEST DIFFERENT FOOD



FIBERS

You eat 160 calories in almonds, but only absorb 130 because some fiber calories pass through without metabolizing



PROTEINS

It takes twice as much energy to metabolize protein than it takes to metabolize carbs (more calories are spent in processing it)



FATS

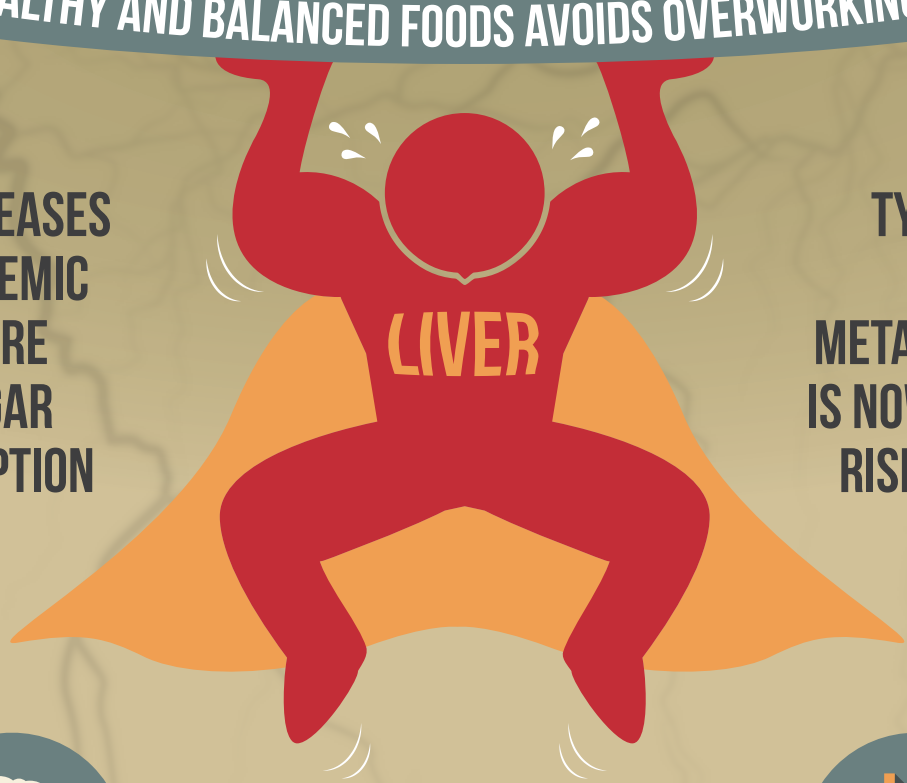
All fats are 9 calories/gram. But omega-3 fats are heart-healthy, while trans fats will clog your arteries and kill you

then

CALORIES ARE DIFFERENT

DEPENDING ON WHERE THEY COME FROM, THEY HAVE A DIFFERENT EFFECT

EATING HEALTHY AND BALANCED FOODS AVOIDS OVERWORKING THE LIVER



HIGH-RISK DISEASES REACHED EPIDEMIC LEVELS, AND ARE LINKED TO SUGAR OVERCONSUMPTION

TYPE 2 DIABETES, A DANGEROUS METABOLIC DISEASE, IS NOW AN IMMINENT RISK FOR CHILDREN



Sugar is like alcohol for a child. Without limits, sugar can cause non-alcoholic fatty liver disease



The food industry targets customers at early ages, with tactics like those used by the tobacco industry

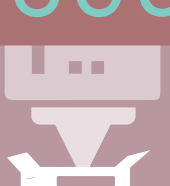
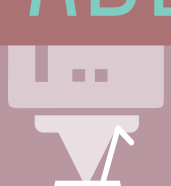
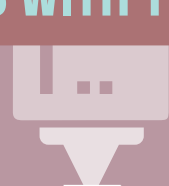


20 years ago, type 2 diabetes was so rarely found in children that cases were reported in medical journals



Today, in the U.S. there are 60,000 children with type 2 diabetes

COMPANIES FILL OUR FOODS WITH TONS OF HIDDEN ADDED SUGAR



74% of all food items in U.S. grocery stores have added sugars

61 names like rice syrup, barley malt and fruit juice concentrate all mean sugar

Soft drinks contain 37% of all added sugars consumed in the United States

The average breakfast cereal likely exceeds the recommended 5% daily sugar limit for children

ADDED SUGAR PROVIDES NO NUTRITION AND IS HARMFUL IN HIGH QUANTITY

A PERSON CONSUMES 90 LBS OF ADDED SUGAR PER YEAR, 1/2 OF THIS IS IN FOODS YOU DON'T KNOW HAVE IT



A PERSON CONSUMES 90 LBS OF ADDED SUGAR PER YEAR, 1/2 OF THIS IS IN FOODS YOU DON'T KNOW HAVE IT

THROUGH MISLEADING ADVERTISING Food corporations promote grossly unhealthy products as routes to "happiness". They use sophisticated manipulation techniques to increase consumption, undermining public health

THE TRUTH IS THAT the quality of calories is more important than the quantity of calories. Real food conveys health not disease

THE FOOD BUSINESS IS NOT IN THE HEALTH BUSINESS

SUGAR HAS ADDICTIVE PROPERTIES High doses alter our hormones, so we feel hungrier and we buy more

SUGAR IS A CHEAP PRESERVATIVE It helps to extend the shelf life of foods maximizing profits

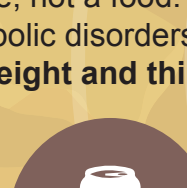
THE FOOD INDUSTRY HAS PUT US WAY OVER OUR LIMIT: LIKE ALCOHOL, A LITTLE SUGAR IS FINE, BUT A LOT IS NOT



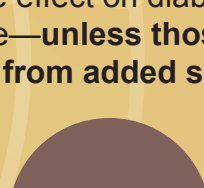
Added sugar is a food additive, not a food. It causes metabolic disorders in both overweight and thin people



Increasing total calories has little effect on diabetes prevalence—unless those calories are from added sugar



Consuming just one sugary beverage/day increases your risk of diabetes by 29%



One fourth of the world's diabetes is caused by sugar alone

IF THIN PEOPLE GET SICK THEN IT'S NOT BEHAVIOR, IT'S AN EXPOSURE

1,500 American soldiers lost a limb in combat during the Iraq and Afghanistan wars

AN INDUSTRIAL EPIDEMIC THAT CONTINUES TO GROW

DURING THAT SAME PERIOD

1.5 million people in the U.S. lost limbs to amputations from Type 2 diabetes, a preventable disease

Unlike infectious diseases - like malaria, tuberculosis, or AIDS - industrial epidemics are driven by corporations for profits

Processed foods and drinks are more profitable than nutrient-rich foods

GOVERNMENT'S JOB IS TO LIMIT EXPOSURE

BUT COMMITMENT FROM INDIVIDUALS, ORGANIZATIONS AND COMMUNITIES IS VITAL



EAT BETTER AND EXERCISE

WE CAN MAKE CHANGE



ANALYZE MISLEADING ADS

AWARENESS ACTION ADVOCACY



TEACH CHILDREN BY MODELING



EDUCATE OURSELVES



SCRUTINIZE FOOD LABELS