

Why Is This Happening?

- ❑ **Common denominator: Relentless decline in the health of Americans is the U.S. diet. It is polluted, especially in comparison to that of other countries, where food additives are better regulated or banned altogether**
- ❑ **Polluted food is yummy, not scummy!**
- ❑ **Polluted foods are addicting. U.S. citizens can't get enough of it. Americans eat more per capita other country in the world.**



How Is It Happening?

- ❑ ***It attacks the gut*** – 70% of the immune system is in the gut, polluted food causes microscopic holes, allows contents to leak into the body, where they are treated as foreign matter that the immune system must destroy. As a result, every organ and system in the body is at risk.
- ❑ ***It attacks the brain*** – Polluted food damages the parts of the brain that regulate eating behavior, primarily via the endocrine system, but also by exciting the part of the brain that leads to addictions.
- ❑ ***It attacks the liver*** – Organ responsible for managing the body's toxins, which take the form of free radicals and carcinogens. Liver gets over-burdened, end up with damaged organs and/or various types of cancer. Ex. diet soft drinks contribute to fatty liver, a condition that can be life-threatening in the later stages. FP = fibrous tissue lead to liver cancer or cirrhosis.

Disordered Eating is the Norm

- ❑ **Department of Agriculture found that in 2011 the average American consumed nearly one ton of food. That's 1,996 pounds of food a year.**
- ❑ **In the same study, 52 % of Americans believed doing their taxes was easier than figuring out how to eat healthy.**



Disordered Eating is the Norm

- ❑ 20 % of all American meals are eaten in the car.
- ❑ At least 1 in 4 people eat some type of fast food every day.
- ❑ Americans consume 31% percent *more packaged food* than fresh food.
- ❑ Healthiness of the food we eat decreases by 1.7 % for every hour that passes in the day.
- ❑ Over 10 billion donuts are consumed in the US every year.
- ❑ Americans spend 10 % of their disposable income on fast food every year.



III. Food Pollution

Compare

\$68

\$341



Processed Foods



In 2009 Americans consumed:

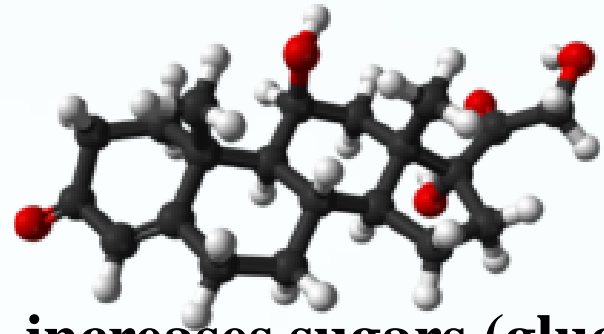
- ☐ 787 pounds of processed food per capita (602 pounds of fresh food)**
- ☐ 193 pounds of genetically engineered food per year**
 - 95 percent of the sugar beets (which are used to make table sugar), 93 percent of the soybeans (used in fat free and gluten free foods)**
 - 88 percent of the corn (used to make high fructose corn syrup which is in everything from cereals to condiments)**
 - 79 percent of the salad oil consumed in the U.S. is GE soybean oil**
 - 55 percent of the sugar now comes from GE sugar beets.**

Role of Stress in Disordered Eating

- ❑ **Responsible for the “fight or flight” response that occurs when we feel threatened or stressed (Amygdala)**
- ❑ **Raises Cortisol levels:**
 - **Raises blood sugar levels**
 - **Shuts down the immune system**
 - **Sends message to find fat and store fat**
- ❑ **Chronic stress and/or anxiety, depletes Epinephrine, leaving one feeling worn out, exhausted, mentally drained, and/or depressed**
- ❑ **Starving triggers Epinephrine, which increases one’s level of anxiety**



Cortisol



- Cortisol, the primary stress hormone, increases sugars (glucose) in the bloodstream, (this is the jolt of energy you get) enhances the brain's use of glucose (that is the sudden clarity) and increases the availability of substances that repair tissues (just in case there is tissue damage).**
- Under normal circumstances, the Amygdala is self-regulating, such that once the threat has passed adrenaline and cortisol levels drop, heart rate and blood pressure return to baseline levels, and other systems resume their regular activities.**

Cortisol and Fat

- ❑ **Fat stores and excess circulating fat are relocated and deposited deep within the abdomen when cortisol levels are high.**
- ❑ **If this becomes a chronic condition, it can develop into, or enhance obesity.**
- ❑ **Hypertension (high blood pressure), hyperlipidemia (elevated fats), and hyperglycemia (elevated glucose) have been linked to elevated cortisol levels.**
- ❑ **Studies have also demonstrated that cortisol injections are associated with increased appetite, cravings for sugar, and weight gain.**