



Chocolate cake = 30  
tsp per slice



Pasta sauce = 12 tsp  
per 1 cup



Bread = 17 tsp  
per loaf



Skittles = 20.2 tsp  
per bag



Orange juice = 8  
tsp per cup (16 oz)



1 teaspoon (tsp) of sugar

## 1. A Hidden Reality

Foods such as candy, pastries, baked goods, cereals, sodas, breads, pasta sauces, and alcohol includes large amounts of hidden processed sugars. Producers add sugar as a way to extend the shelf life and enhance taste.



## 2. In the Driver's Seat

Sugar takes control of the human brain comparable with drug-like effects in the reward center of the brain, causing:

- Slowed cognitive process
- Memory loss
- Disrupted insulin levels
- Dependence
- Addiction-like neuron transmission
- Impaired self-control
- Overeating/binging
- Compromised emotions due elevated blood sugar
- Damaged brain cells

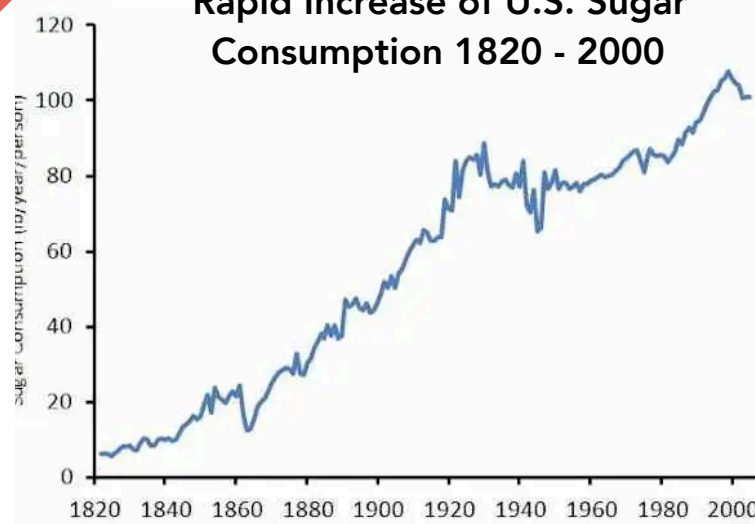
# HACKED BRAINS

With high amounts of sugar hidden in conventional foods, the processed sugar enters the body and overrides the control over the human body & brain. Under threats of dependance, the national sugar consumption level grows at an alarming rate.

## 3. A Sweet Crisis

An average American Consumes 19.5 - 22 teaspoons of sugar each day, equivalent to 66 pounds per year. Ultimately, this patterns foreshadows a decline in health amongst the American population with the persistent growth of annual sugar consumption, directly correlated to processed sugar consumption related sicknesses, conditions and diseases.

### Rapid Increase of U.S. Sugar Consumption 1820 - 2000



Sources: <https://www.wcrf.org/sites/default/files/Curbing-Global-Sugar-Consumption.pdf>  
<https://onlinelibrary.wiley.com/doi/pdf/10.1111/1541-4337.12194>

## Reboot the Brain: 3-Step Nutrition Program

To achieve results, it is imperative to persist with and to combine steps 1, 2 & 3 for at least 30 days

**1. Sugar Alternatives.** Substitute to **natural sugars** found exclusively in fruits, nuts, berries, legumes, as well as, **eliminate** or minimize foods that include **processed** sugars. This approach could be the answer to fulfilling valuable dietary needs necessary to **nourish** the brain without starving the body of glucose and the taste buds of sweet flavors.

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**2. Meal Composition.** Eating meals consisting primarily of **protein, fibre, fats and minerals** will ensure that the brain is fueled properly and not susceptible to giving into withdrawal symptoms of **sugar addiction**. The following macro and micro nutrients metabolize in the brain, **balancing neuron synopsis** so incorporating fish, nuts, meat, beans and grains achieves these dietary goals.

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**3. Stick with it.** In order to restore the brain cells **damaged** during consumption of processed sugars and to break the dependance on processed sugar as a primary source of energy, it takes around **30 days** of committing to sugar **alternatives** and **nourishing** meal composition in order to break the habit of sugar dependence and, in extreme cases, **addiction**.

**Nuts** = Omega-6,  
Omega-3, Vitamin E

**Oranges** = Thaimine,  
Folate, Fibre

**Apples** =  
Potassium, Vitamin  
C, Vitamin A

**Beans** = Iron,  
Magnesium, Folate