

WHAT Sugar DOES TO US...



SUGAR IS ADDICTING

• In a recent study with rats, a whopping 94 percent of the rats wanted sugar or saccharin, not cocaine, even after being shocked.

SUGAR MESSES WITH OUR BLOOD SUGAR

• Blood sugar (glucose) is created when we break down carbohydrates in the body. Insulin is then released by the pancreas into the bloodstream to regulate blood sugar and transfer it into our cells. Ideally, we want to keep our blood sugar stabilized during the day; not too low and not too high.

SUGAR MAKES US STORE FAT

• It makes us store fat. The more carbohydrate-rich foods we consume, the more insulin is needed to transport the glucose into our bloodstream and cells, which leaves the pancreas having to work harder (damaging the body over time). If this continues, our bodies become predisposed to having to produce these consistently high levels of insulin and makes weight loss increasingly more difficult. *The MAIN takeaway is that problems arise when we eat too much sugar, whatever the source.

SUGAR MESSES WITH OUR HORMONES

• It messes with our hormones. When your blood sugar is out of whack, it throws off your hypothalamic-pituitary-adrenal axis (HPA-axis), which is responsible for releasing your stress hormone cortisol.

SUGAR DISRUPTS OUR GUT MICROBIOME

• It messes with our gut microbiome - it kills off the good bacteria! Studies on mice show that a diet high in sugar encourages potentially harmful bacteria to overgrow. This leads to 'dysbiosis', which means the balance of good and bad bacteria is tipped in favor of the bad.

SUGAR MESSES WITH OUR BRAINS

• It lights up our brains like fireworks. it seriously messes with the neurochemical reactions in our brain! especially our serotonin levels (the hormone that keeps us happy.)

THE TALK ABOUT OUR 7-DAY NO-ADDED Sugar CHALLENGE GOALS

1 TO REVALUATE OUR RELATIONSHIP WITH SUGAR

- How much sugar are you having per day?
- Are you addicted?
- Ask yourself "Does it play a big role in my life?"

TO BECOME AWARE OF HOW MUCH SUGAR HIDES IN THE PACKAGED ITEMS WE CONSUME ON A DAILY BASIS:

- Do you know the hidden names for sugar?
- Do you read the nutrition label when buying food?from nut butters, oatmeals, salad dressings, yogurts and bread, to protein powders and basically all things labeled, "fatfree"
- TO PLAY CLOSER ATTENTION TO THE INGREDIENT LISTS WHEN BUYING/EATING FOODS
- TO HELP YOU LEARN ALTERNATIVES FOR YOUR FAVORITE SNACKS, MEALS, ESPECIALLY DESSERTS
- 5 HELP BUILD LONG LASTING, SUSTAINABLE HEALTHY HABITS
- TO RESET YOUR TASTE BUDS. WE DON'T REALIZE HOW MUCH OUR BODIES ARE USED TO THE ENHANCED TASTE OF PROCESSED FOOD!



pleaseKNOW THE DIFFERENCE

NO-ADDED SUGAR

- No-added sugar is a huge focus on eating whole foods (yes, that also includes foods that contain natural sugars like sweet potatoes)
- No-added sugar means the manufacturer has not added any sugar to the product.

However, keep in mind that certain products labeled "no-added sugar" contain a large amount of natural sugar (for example, from dates or banana)

We want to keep naturally occurring sugars in moderation, as well.

AT THE END OF THE DAY,
OUR 7-DAY NO-ADDED SUGAR CHALLENGE IS TO
GET YOU TO ADD IN MORE WHOLE FOODS, AND
CROWD OUT PACKAGED & PROCESSED FOODS
THAT CONTAIN ARTIFICIAL SUGAR.

THENO-ADDED SUGAR RULES

ADD IN

- WHOLE FOODS!!!!
- QUALITY PROTEINS
- HEALTHY FATS
- WHOLE FRUIT
- FIBER-RICH COMPLEX CARBS LIKE OATS & RICE
- HERBAL TEA
- MORE REST/SLEEP
- NATURAL, UNREFINED & UNPROCESSED SWEETENERS: MAPLE

SYRUP & LOCAL HONEY

CROWD OUT

- ARTIFICIAL SUGAR & SWEETENERS
- PACKAGED GOODS (ANYTHING WITH A BARCODE)
- SUGARY/FLAVORED DRINKS
- BOTTLED DRESSINGS
- CAFFEINE
- ALCOHOL
- DAIRY
- DRIED FRUIT
- LOW-FAT / FAT-FREE

WE WANT YOU TO THINK MORE ABOUT "ADDING IN" RATHER THAN WHAT YOU HAVE TO "CROWD OUT". LESS ABOUT RESTRICTION AND MORE ABOUT WHAT YOU CAN HAVE AND ENJOY!

 BALANCING YOUR BLOOD SUGAR IS #MAJORKEY TO REUGULATING YOUR HUNGER HORMONES AND AVOIDING CRAVINGS! (SEE NEXT PAGE)

THE #BALANCED blood sugar PLATE

EVERY TIME YOU MAKE A PLATE OF FOOD, IT SHOULD INCLUDE THE FOLLOWING:

1/2 PLATE OF GREEN & COLORFUL VEGGIES

SERVING OF HEALTHY FATS

SERVING OF QUALITY PROTEIN

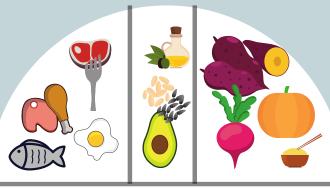
SERVING OF FIBER



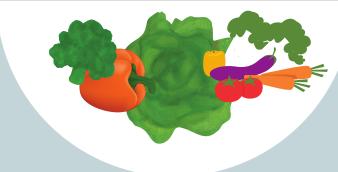
HEALTHY FATS!



QUALITY PROTEIN!



STARCHY VEGGIES OR FIBER-RICH GLUTEN FREE GRAINS



MOSTLY BIG LEAFY GREENS & NON-STARCHY VEGGIES!

3 MEALS A DAY + 1 SNACK IF NEEDED!

BUT, HOW DO I KNOW HOW MUCH sugar IS IN IT? mini exercise



Nutrition Facts Valeur nutritive Per 591 mL / par 591 mL % Daily Value Amount % valeur quotidienne Teneur Calories / Calories 150 0% Fat / Lipides 0 g Sodium / Sodium 250 mg 11% Potassium / Potassium 65 mg 2 % Carbohydrate / Glucides 33 g 13 % Sugars / Sucres 35 g Protein / Proteines 0 q Not a significant source or saturated fat, transfat, cholesterol, fibre, vitamin A, vitamin C, calcium or iron. Source négligeable de lipides saturés, lipides trans, cholestérol, fibres, vitamine A. vitamine C, calcium et fer.

INGREDIENTS:

WATER, SUGAR, DEXTROSE, CITRIC ACID, NATURAL AND ARTIFICIAL FLAVOURS, SALT, SODIUM CITRATE, MONOPOTASSIUM PHOSPHATE, GUM ARABIC, ESTER GUM, COLOUR.

INGRÉDIENTS :

EAU, SUCRE, DEXTROSE, ACIDE CITRIQUE, ARÔMES NATURELS ET ARTIFICIELS, SEL, CITRATE DE SODIUM, PHOSPHATE MONOPOTASSIQUE, GOMME ARABIQUE, GOMME ESTER, COLORANT.

- LOOK AT THE GRAMS OF SUGAR IN THE NUTRITION LABEL
- THEN DIVIDE THE NUMBER BY 4 TO GET THE ESTIMATED AMOUNT OF SUGAR IN TEASPOONS
- DECIDE WHETHER TO CONTINUE CONSUMING THIS PRODUCT OR CROWD IT OUT WITH SOMETHING BETTER FOR YOU AND YOUR GOALS!

do the math

35 GRAMS OF SUGAR / 4

= **8.75** TEASPOONS OF SUGAR IN ONE BOTTLE.





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Calories / Ca	lories 150		
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Sodium / Sodium 250 mg 11 %		%	
Potassium / Potassium 65 mg 2 %			%
Carbohydrate / Glucides 38 g 13 %			%
Sugars / Sucres 35 g			
Protein / Pro	éines 0 g		
Not a significant source of saturated fat, trans fat, cholesterd, Tore, vitamin A, vitamin C, calcium or iron.			
Source négligeable de lipides saturés, lipides			

trans, cholestérol, fibres, vitamine A, vitamine C, calcium et fer.

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rule of thump

SEE HOW MUCH SUGAR CAN CREEP INTO YOUR LIFE? MAKE IT EASY FOR YOURSELF.
TRY TO AVOID PROCESSED & PACKAGED FOODS WITH BARCODE DURING THIS
CHALLENGE! IF YOU DO EAT PACKAGED ITEMS, ALWAYS READ THE LABEL!

YOUR DAILY game plan

FIRST THING

GLASS OF LEMON WATER

1ST MEAL

- GREEN/HERBAL TEA
- VEGGIES, PROTEIN, FIBER + HEALTHY FATS

2ND MEAL

- HERBAL TEA
- VEGGIES, PROTEIN, FIBER + HEALTHY FATS

SNACK

• SOMETHING HIGH IN FIBER OR PROTEIN LIKE NUTS & SEEDS, PEICE OF FRUIT, SMALL SMOOTHIE

3RD MEAL

VEGGIES, PROTEIN, FIBER + HEALTHY FATS

WIND DOWN

- HERBAL TEA
- VEGGIES, PROTEIN, FIBER + HEALTHY FATS
- PLAN NO-ADDED SUGAR 3 MEALS & 1 SNACK FOR THE NEXT DAY!

NO-ADDEDsugarGROCERIES

THIS GROCERY LIST IS JAM-PACKED WITH LOW-GLYCEMIC FOODS! YOU CAN, OF COURSE, ADD DIFFERENT FRUITS & VEGGIES.
HOWEVER, THESE FOODS HAVE A <u>Low Glycemic-Index</u>, meaning they don't spike your blood sugar as much as other foods
which is key for reducing your sugar cravings and regulating your hunger hormones.

Fiber-rich bread

- · Ezekiel bread
- Ezekiel english muffin,
- Fresh sourdough varieties

Oats:

- Non-flavored Rolled oats
- steel-cut oats
- muesli

Fruit:

- · Organic Apples,
- · Organic berries
- apricots
- peaches
- plums
- pears
- kiwi

Vegetables:

- Organic Leafy greens,
- Carrots
- broccoli
- cauliflower
- celery
- tomatoes
- zucchini

Starchy vegetables:

- Cooked and cooled Potato
- sweet potatoes
- yams
- beets

Legumes:

- lentils
- chickpeas
- baked beans
- butter beans
- kidney beans [this may cause bloat]

Pasta and noodles:

- Organic brown rice pasta
- soba noodles

Rice:

- Sprouted Basmati
- long-grain
- brown rice

Grains:

- Sprouted Quinoa
- barley
- buckwheat

Meat:

- Organic pasture-raised beef
- Organic pasture-raised chicken
- Organic pasture-raised pork
- Organic pasture-raised lamb
- Organic pasture-raised eggs

Fish and seafood:

- Wild-caught salmon/trout
- tuna
- sardines and prawns

Nuts:

Raw unsalted almonds cashews,
 pistachios, walnuts and macadamia
 nuts

Fats and oils:

- Extra virgin olive oil
- ghee
- pasture-raised butter
- avocado

Herbs and spices:

- Pink himilayan salt
- pepper
- garlic

NO-ADDE Bugan GROCERIES

EXTRA GUT SUPPORT

Probiotics

- yogurt
- kefir
- kombucha
- sauerkraut
- · pickles
- miso
- tempeh
- kimchi
- · sourdough bread

Prebiotics

- Onion
- Garlic
- Banana
- Asparagus
- Leek
- Artichoke
- Dandelion
- Apple
- Cacao bean
- Chicory
- Oats

TEA TIME ESSENTIALS

Pick your AM and PM Tea:

Lemon balm

Chamomile

Peppermint

Marshmallow Root

Burdock Root

Ginger

Turmeric

TIME	ACTIVITY	DETAILS
	BUT FIRST, Lemon Water	Yes, done! No
	AM TEA TIME	
	1ST MEAL	
	2ND MEAL	
	SNACK	
	3RD MEAL	
	PM TEA TIME	
	DID YOU WRITE MEAL PLAN For tomorrow?	Yes, done! No

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