



GRIFF NEILSON

YOUR HOLISTIC LIFESTYLE HACKER



**THE TOP 5 WAYS
SUGAR IS DESTROYING YOUR HEALTH
BEYOND YOUR WAISTLINE!**



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Hello, my friends, and thank you so much for joining me on my mission to help you live a healthy lifestyle in an unhealthy world! As your Holistic Lifestyle Hacker, my job is to share wellness content with you from a different view point. My job is to take you BELOW the surface of what is commonly talked about in the media and give you a perspective that will change your current level of thinking and understanding.

I have personally studied sugar addiction for the past 10 years, and through reading countless books, blogs, and journals, I have come to the conclusion that the average person or corporate executive is getting the shaft when it comes to the REAL consequences sugar addiction.

In this report, I will address the top five ways sugar addiction is destroying your health on a personal level, and, if you are a business man or women, you will want to stick around for the second half of the report because I will share how sugar addiction is slowly draining your bottom line without your knowledge.

If you learn to patch up these holes personally and professionally, your life and business will see health and growth like you have never seen. So without further ado, I want to introduce you to the following:

TOP 5 WAYS SUGAR IS DESTROYING YOUR HEALTH BEYOND YOUR WAISTLINE!

#1: EXCESSIVE SUGAR LITERALLY CHANGES YOUR BRAIN AND GETS YOU HOOKED!

What happens when a river is allowed to stream over a solid bed of rock for hundreds of years? Given time, a river will literally cut through a mountain and forge its own unique path. This is a very powerful metaphor of what excessive sugar intake will do to the key "pleasure centers" of your brain. Hang with me here; I will explain.

When you consume a highly refined and processed form of sugar, such as candy or any highly processed food, your brain has been programmed in a primal way to view the incoming calories as "good," although this is bad news for our waistline. Please allow me to explain why.

To put this into proper context, we must remember that our early primal ancestors did not know when they were going to eat again, so when a hunter-gather community, such as the Ache came across something sweet like honey, it was not uncommon for them to gorge on one and a half liters of it in one sitting! The same goes for oranges. Researches commonly report that the Ache would consume 30 wild oranges in one sitting.⁽¹⁾

Why would they do such a thing? When we analyze our brains from a historical perspective, it becomes very clear to many experts such as Steven Guyenet that our brains' MAIN PURPOSE is to help us reproduce and perpetuate our species. To do that we need plenty of energy from the food that we eat! Our ancestors literally did not know if they had a "next meal," so when food came along, they literally gorged on it. The same can be seen with wild animals. Observe a bear or a big cat, and you will see similar behavior.

The bum deal here is that our brains have not yet evolved to fit our modern food culture, yet we STILL are programmed to take in calorie-dense forms of food that are sweet, salty, or savory. One of the main problems, of course, is that most of us don't face food scarcity anymore, yet our brains are still behaving as if we do!

When we take in highly processed and sugary foods day in and day out, we activate certain centers of our brain loosely called the "pleasure center." For example, let's say that you are addicted to soda pop, and you "must" have one (or a few--come on admit it) everyday! When you consume the soda pop, your blood sugar spikes up, and you also incur a concomitant dopamine spike or high within your brain.

To describe how this works, I want you to imagine dopamine as a key. In order for dopamine to unlock your pleasure center and unleash endorphins into your blood (the sugar high), it must first unlock what is known as a D2 receptor in your hypothalamus (this is your lock). When you continually eat highly processed or sugary foods, your D2 receptors take chronically high blood sugar/dopamine as a threat because your brain is NOT designed to be hyper-stimulated on a continual basis.

To protect against this over stimulation, your brain literally starts to "down regulate" your D2 receptor sites so that they become less sensitive to dopamine. This means that you don't get the same high that you were used to getting before drinking your soda. The solution? You guessed it. You have to drink more the next time around to get the same sugar high! So goes the chemical change in your brain:

- You take in sugar
- Your D2 receptors down regulate
- You feel irritated and low on energy
- You then take in more sugar
- You further deplete your receptors

And the cycle repeats again and again.

Can you see how you are literally changing your physical brain? Yes, that river of sugar pouring into our mouths is literally carving a new path in our brain, and that pathway is called ADDICTION!

#2: EXCESSIVE SUGAR MAKES YOU STUPID ... NO OFFENSE INTENDED

If hammering the pleasure center of our brain into submission was not enough, what if I were to tell you that we are also compromising a part of our brain that is responsible for

thinking, reasoning, and judgement calls? As hard as this may be to believe that sugar can have this kind of impact it is absolutely true! That part of the brain that I am referring to is the prefrontal cortex or PFC, the most advanced part of the human brain.

This part of the brain is responsible for the following:

- Judgement calls (like telling yourself to step away from the cake)
- Will-power
- Reasoning & logic
- Concentration
- Self-management

When you consume high amounts of refined sugar over time, this region of your brain becomes impaired! ⁽²⁾ Just take a moment and take in what you are learning: excessive sugar and processed food literally compromise the part of your brain that gives you will-power and the strength to say no! Yikes!

Real world application? Say you are walking into your favorite family Christmas party and you are instantly stuck with the pleasant smells and sights of your favorite desserts. If your PFC is hijacked from years of processed foods, your ability to use will power and execute reason fades quickly, and you will find yourself indulging.

This pattern drives addiction and further impairs the PFC leading into a vicious cycle of overeating. The good news is that whole foods that are natural do NOT have this same capability. Isn't it interesting how Mother Nature takes care of our brains? Yup, it's true!

"Excessive sugar and processed food literally compromise the part of your brain that gives you will-power and the strength to say no! Yikes!"

#3: EXCESSIVE SUGAR IS YOUR HEART'S WORST ENEMY!

"Oh, yeah, I probably take in a little extra sugar on a daily basis, but I am a pretty healthy guy. In fact, I just need to take off 30 lbs. and I am good to go." I can't tell you how many times I have heard this line over my career. Here is the danger of such logic.

The people making these kinds of claims are very ignorant of what is going on INSIDE of their bodies aside from the obvious weight gain.

We know that heart disease is responsible for one of every 6 deaths in the US. ⁽³⁾ We also know that the formerly accused demon, AKA dietary cholesterol is NOT the culprit that we once thought; hence, the FDA guidelines dropping their cholesterol guideline in their most recent "My Plate" guidelines.

We now know that added/refined sugars are one of the main causes (along with processed added fats) for heart disease. One of the main causes of this is diabetes, but even in non-diabetics, it has been shown in that having a fasting glucose level of 96 mg/dl (high blood sugar) for more than 2 hours daily caused a more than two-fold increase of

heart disease ⁽⁴⁾

So HOW is sugar driving heart disease? The answer lies mostly with high insulin levels that result from high sugar intake, which then leads to INSULIN RESISTANCE! This leads to high cholesterol, increased triglycerides, arterial inflammation, and higher uric acid levels, which lead to our painful friend, gout. ⁽⁵⁾

OUCH!

Who knew that sugar addiction was actually this bad! If only we had learned this when we were growing up. If only we were told that sugar was driving heart disease rather than those nutrition powerhouses known as egg yolks!

#4: SUGAR & SLEEP ...THE DEADLY DUO!

To put things simply: Your brain has two centers to help you stay up and to help you fall asleep. The first is called the arousal system, which keeps you up, and the second is called your ventrolateral preoptic nucleus or VLPO. I like to call it the sleep center for short. Within your arousal center are little cells called orexin cells. ⁽⁶⁾

These little orexin cells are responsible for arousal, wakefulness, and appetite, so if you mess them up you are more likely to overeat. As luck would have it, when you take in more sugar, you take a wrecking ball to your orexin cells which gives you the "mid-day blahs" and deregulates your sleep/waking cycles. This makes it harder to sleep at night because your arousal system and sleep system has been hijacked by processed sugar!

#5: SUGAR WORKS YOUR LIVER OVER!

Okay, here is a super quick, layman's science lesson. You are designed to metabolize glucose in just about every cell of your body. This is largely due to the chemical nature of glucose, which makes it easily metabolized and stored within your muscles and your organs. Glucose comes from starchy veggies such as potatoes, carrots, corn, and grains.

Fructose, on the other hand, can only be metabolized and stored in your liver. This leads to a very serious problem for one very simple reason: Your liver is SMALL and does not have a lot of storage capacity!

So how does this relate to sugar intake? Well, sugar (AKA sucrose) is chemically composed of 50% glucose and 50% fructose. Considering that the average American consumes around 120 lbs. of sugar per year, it is little wonder that our livers are getting over worked? All of that fructose has to go somewhere and that "somewhere" happens to be unsightly body fat and your LIVER!

This is what creates our modern day invention of "non-alcoholic fatty liver syndrome." ⁽⁷⁾ Simply put, the liver goes into overdrive and cannot properly metabolize the sheer load of fructose that it gets bombarded with, and the end result is a fatty liver that is very much similar to one that is found in alcoholics.

5 LIFESTYLE CHANGES TO HELP CURB YOUR SUGAR/FOOD ADDICTION

I hope at this point that you are starting to see that sugar/food addiction is a much more serious problem than we give it credit. In reality, it is taking MORE lives in the long run than any other addiction on this planet. It paralyzes our health, it sabotages our pocketbook with health care expenses, and it drains corporate bottom lines. Below I have shared five lifestyle changes that I believe to be the most important steps that you can take to make a fundamental change in your life.

These steps also make for a great corporate wellness training, and I would be more than happy to visit your organization and present my popular speech, "Losing Your Sugared Soul" where I go in depth into this very serious topic.

*By NO means is the following list a comprehensive addiction plan, but it will get you started in the right direction. If your organization would like to dive deeper into this company-changing topic, I teach a nine week course on this subject called **Sugar Freedom** that will take you by the hand and give you a step-by-step approach of extricating yourself from the bondage of sugar addiction.*

#1: TRANSFORM YOUR PHYSICAL ENVIRONMENT!

Would you ever put cocaine in front of a cocaine addict? What about alcohol in front of an alcoholic? Of course not! The same principle applies to us when we are trying to break the chains of sugar addiction! It has been proven that the brain of a sugar addict is HIGHLY drawn to a mere image of junk food (just ask the food industry. They will confirm this!)

With this in mind, it is 100% essential to minimize your sugar/processed food availability! I know that there are certain circumstances that cannot be controlled, and, in those circumstances, your best bet is to enter it with a PLAN! Decide beforehand that you will not give in to your usual indulgences and make sure that you are WELL-NOURISHED going into the situation so that you are not ravenous and susceptible to every temptation.

So clear out your house and your working environment and commit to never intentionally placing tempting foods in your immediate environment again! MINIMIZE your encounters with tempting foods for at least the first 6 months of your transformation!

#2: CREATE A CRYSTAL CLEAR VISION OF YOUR NEW LIFESTYLE!

Sugar addiction comes from two places, the first being psychological, and the second being physiological. A better way of putting this is one is mental and one is physical, and they BOTH have to be dealt with. This step deals with the former.

I want you to literally create a vision of what you want your new lifestyle to look like. What will you eat? What will you think about yourself? Can you tell me about your newfound

confidence level? What about your body weight, your body fat, and how you look in your new pair of sexy jeans?

What I want you to do is create a brand new lifestyle BEFORE it actually happens. Why? Because many researchers have shown that about 90% and more of our ingrained behavior (including addiction) are coming from the SUBCONSCIOUS regions of our brain. In other words, we are like a computer running the same programs day in and day out without even realizing it!

Doing this simple exercise will help you repaint a better picture into your subconscious mind. When you do this, your behavior will begin to change because the “internal reprogramming” begins to change given the new “instructions.”

#3: REPLACE HIGHLY PROCESSED FOODS WITH MINIMALLY PROCESSED AND WHOLE/NATURAL FOODS

Without going into detail, it is crucial to understand that sugary/highly processed foods (usually these two qualities occur in unison) are scientifically designed to keep you addicted! If you don't believe me, I recommend that you read a great book called *The End of Overeating* by David Kessler.

With this in mind, it is absolutely crucial that you make the swap of your life! I want you to swap out your processed foods for whole foods. In case you are wondering what processed foods are they are foods that are not in their whole food form such as fruits, veggies, grain, unpasteurized dairy, meat, fish, poultry, nuts, etc.

Processed foods usually have a moderate to lengthy ingredients list and have words that are impossible to pronounce. They usually come in packages and other containers and have a much longer shelf life than a whole food that needs to be refrigerated and kept cool. This is due to the additives and preservatives that keep the food from spoiling, and, make no mistake about it; they are awful for your health in varying degrees.

The very best place to start, in my opinion, are *Paleo Diet Cookbooks*. While I do not officially endorse the Paleo Diet, I do love their recipe books because they are full of whole food recipes that will help you manage your blood sugar and help you lose weight. Here are a few links to some great resources:

Against All Grains:

<https://goo.gl/U7gvXR>

The Whole 30:

<https://goo.gl/UCDoK8>

Paleo For Beginners:

<https://goo.gl/uTSaMS>

#4: EXERCISE & GET MOVING!

While exercise does indeed increase your need for more calories, it also helps you regulate your cravings in the long run. So if you are eating whole foods, simply increase your intake appropriate to your body's needs and keep the processed foods to a minimum. A good rule to abide by is the 80/20 rule. 80% of what goes into your mouth should be clean, whole foods so that you can save the 20% for those times that you want indulge into a "naughty" treat.

Exercise will help you manage your appetite, reduce cravings, and the best part is that it will help you manage withdraw symptoms. When you are coming off of sugar, you will inevitably hit what I call "The Wall of Withdrawals." During this time, a clean diet and proper exercise can go a long way to help ameliorate your symptoms and get you back on track! Hooray!

#5: TAKE YOUR SLEEP UP & POUR THE WATER DOWN!

When you are sleep deprived, your body mistakenly translates your low state of energy as "I am hungry!" You know the rest of the story right? Let's get real with one another. Sleep is challenging for most of us, and it certainly one of the most overlooked factors that affects the following:

- Weight loss
- Metabolism
- Mood
- Concentration levels & focus
- Appetite
- Sugar/food craving
- Exacerbated food withdraw symptoms

Not to mention that it increases the chances for Alzheimer's disease and dementia in general! The same thing goes for water intake!

When you shut off your water intake, you shut off your metabolism. Why?

Because nearly every metabolic reaction in the body is dependent on water, if you are not giving your body enough of it, it will literally shut down or "down regulate" according to the amount of water that you have in your body!

This directly affects your weight loss efforts, and it leads to countless ailments that run under the radar. A great read on this subject is Dr. F. Batmanghelidj's book, *Your Body's Many Cries For Water*.

Call to Action!

Thank you for reading my free report today! I hope that you can see just how much sugar and food addiction is compromising our health. My hope is that you can implement these

simple solutions into your life and feel an immediate difference in your life!
If you are a business owner or corporate executive, I would love to give you a free consultation and help you discover exactly how my sugar addiction programs and keynote speeches can help boost your bottom line by creating a culture of health and wellness within your company. I offer cutting edge wellness training programs and life-changing speeches that will shake up your employees and inspire them to make permanent change.

If you have enjoyed this content, please feel free to join me on Facebook, LinkedIn, Instagram, and Twitter!

Life is Good!

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