

# NUTRITION MYTHS

## **MEDIA INFORMATION**



- •It seems like every week there is a new study making headlines, often contradicting another study that came out just a few months earlier.
- •These stories often get a lot of attention, but when you look past the headlines and read the actual studies, you find that they are taken **way** out of context.
- In many cases, there are other higher quality studies that directly contradict the media frenzy (which rarely get mentioned).

## WHERE DO I LOOK FOR INFORMATION?

• If you want ACTUAL scientific studies you should look on the studies published in important magazines and site, for example PUBMED

- Check the source of the information and see if it is trustable! You can believe in health informations from the American Heart Society, for example
- There is NOTHING wrong with google, just keep a critical eye from where the information came from and what qualifies it as good information.
- Always check information and look up for more details, knowledge only enriches you 🙂

## SOME FOOD AND NUTRITION MYTHS

#### Processed "Low-Fat" and "Fat-Free" Foods

The "war" on saturated fat is the biggest mistake in the history of nutrition.

It was based on weak evidence, which has now been completely debunked (1).

When this started, processed food manufacturers jumped on the bandwagon and started removing the fat from foods.

But there's a huge problem... food tastes **horrible** when the fat has been removed. That's why they added a whole bunch of sugar to compensate.

Saturated fat is harmless, but added sugar is incredibly harmful when consumed in excess (2, 3).

The words "low-fat" or "fat-free" on a packaging usually mean that it is a highly processed product that is loaded with sugar.

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#### **Most Commercial Salad Dressings**

Vegetables are incredibly healthy.

The problem is that they often don't taste very good on their own.

That's why many people use dressings to add flavour to their salads, turning these bland meals into delicious treats.

But many salad dressings are actually loaded with unhealthy ingredients like sugar, vegetable oils and trans fats, along with a bunch of artificial chemicals.

Although vegetables are good for you, eating them with a dressing high in harmful ingredients will totally negate any health benefit you get from the salad.

Make sure to check the ingredients list before you use a salad dressing... or make your own using healthy ingredients.



## DON'T FORGET TO CHECK THE NUTRITIONAL INFORMATION Os ingredientes encontram-se listados por ordem decrescente. O primeiro ingrediente é aquele que se encontra em maior guantidade.

#### Paying attention on the portions size!

Serving Size 1 Servings Per Co	cup (249g)	icts
Amount Per Serving	g	
Calories 210	Calories fro	m Fat 80
	% C	aily Value
Total Fat 8g		13%
Saturated Fa	t 5g	<b>26</b> %
Trans Fat 0g		
Cholesterol 30	Img	10%
Sodium 200mg	]	9%
Total Carbohy	drate 27g	9%
Dietary Fiber	<sup>.</sup> 1g	5%
Sugars 25g		
Protein 9g		
Vitamin A 6%	Vitamin	C 0%
Calcium 30%	• Iron 6%	
Vitamin D 30%		

Prefira alimentos com menor densidade calórica (kcal/100 g). Mais de 400 kcal por 100 g de produto é bastante elevado.

Produtos ricos em hidratos de carbono (ex.: pão e cereais) com mais de 6 g de fibra e de proteína (por 100 g) são geralmente boas escolhas. Um valor superior a 10 g seria excelente.

Relativamente às gorduras (lípidos), procure valores inferiores a 10 g por cada 100 g de produto alimentar.

Prefira produtos com pouca (eu nenhuma) gordura saturada (e hidrogenada ou trans), privilegiando as gorduras monoinsaturadas e polinsaturadas.

Compare produtos semelhantes e escolha aqueles que têm menes acúcar e menes sal.

O valor máximo diário recomendável de sal para a generalidade das pessoas é de 5 g (2 g de sódio).

Opte por alimentos com uma lista de ingredientes o mais reduzida possível. Alimentos mais simples, menos processados e com menos aditivos são frequentemente mais saudáveis.

Modere o consumo de alimentos cujos primeiros ingredientes sejam gorduras ou açúcares (ex.: sacarose, maltose, glucose, dextrose).

#### INGREDIENTES:

Flocos de Aveia, Centeio Integral, Trigo Integral, Milho Integral, Passas de Uva, Sementes de Girassol, Sementes de Sésamo

	Por 100 g	Por Porção de 40 g		
Valor Energético	364	146		
Proteínas	8,6 (g)	3,4 (g)		
Hidratos de Carbono	65 (g)	26 (g)		
dos quais:				
Açúcares	13 (g)	5,2 (g)		
Lípidos	4,1 (g)	1,6 (g)		
dos quais:				
Saturados	0,7 (g)	0,3 (g)		
Monoinsaturados	2,1 (g)	0.8 (g)		
Polinsaturados	1,3 (g)	0,5 (g)		
Fibras Alimentares	8,2 (g)	3,3 (g)		
Sódio	0,007 (g)	0,003 (g)		
Vitamina BI	0,4 (g)	0.16 (g)		
Ferro	2,3 (g)	0,92 (g)		
Fóstoro	280 (g)	112 (g)		
Magnésio	95 (g)	38 (g)		

Nota: Exemple de nitule de cereais de pequeso-almoço.

#### Fruit Juices... Which Are Basically Just Liquid Sugar

A lot of people believe fruit juices to be healthy.

They must be... because they come from fruit, right?

But a lot of the fruit juice you find in the supermarket isn't really fruit juice.

Sometimes there isn't even **any** actual fruit in there, just chemicals that taste like fruit. What you're drinking is basically just fruit-flavored sugar water.

That being said, even if you're drinking 100% quality fruit juice, it is still a bad idea.

Fruit juice is like fruit, except with all the good stuff (like the fiber) taken out... the main thing left of the actual fruit is the sugar.

If you didn't know, fruit juice actually contains a similar amount of sugar as a sugar-sweetened beverage  $(\underline{4})$ .

#### Fruit juice vs. soft drinks

Juice enjoys the reputation of a health food, but critics say its calorie and sugar content are on a par with soda and other more vilified beverages.

#### Calorie and sugar counts of selected beverages

(Per 8-ounce serving; all juices are unsweetened)

Beverage	Calories	Grams of total sugar		
Sprite	100	)	26	
Pepsi	100	)	28	
Coca-Cola classic	97		27	
Gatorade G Cool Blue	50		14	
Grape juice		152	36	
Pineapple juice		132	25	
Cranberry juice	1	16	31	
Apple juice	1	14	24	
Orange juice	1	12	21	
Grapefruit juice	96	l	22	

Sources: U.S. Department of Agriculture Nutrient Data Laboratory; company information Graphics reporting by KAREN KAPLAN

Los Angeles Times

#### Margarine

Butter was demonized back in the day, due to the high saturated fat content.

Various health experts started promoting margarine instead.

Back in the day, margarine used to be high in trans fats. These days, it has less trans fats than before but is still loaded with refined vegetable oils.

Margarine is not food... it is an assembly of chemicals and refined oils that have been made to look and taste like food.

Not surprisingly, the Framingham Heart Study showed that people who replace butter with margarine are actually more likely to die from heart disease (15).

If you want to improve your health, eat real butter (preferably grass-fed) but avoid processed margarine and other fake foods like the plague.

### **Sports Drinks**

Sports drinks were designed with athletes in mind.

These drinks contain electrolytes (salts) and sugar, which can be useful for athletes in many cases.

However... most regular people don't need any additional salts, and they certainly have no need for liquid sugar.

Although often considered "less bad" than sugary soft drinks, there really is no fundamental difference except that the sugar content is sometimes *slightly* lower.

It is important to stay hydrated, esp better off sticking to plain water.



#### **Vegan Junk Foods**

Vegan diets are very popular these days, often due to ethical and environmental reasons.

However... many people promote vegan diets for the purpose of improving health (which is questionable).

There are many processed vegan foods on the market, often sold as convenient replacements for non-vegan foods.

Vegan bacon is one example.

But it's important to keep in mind that these are usually highly processed, factory made products that are bad for just about anyone, including vegans.



#### **Most Processed Breakfast Cereals**

The way some breakfast cereals are marketed is a disgrace.

Many of them, including those that are marketed towards children, have all sorts of health claims plastered on the box.

This includes misleading things like "whole grain" or "low fat."

But... when you actually look at the ingredients list, you see that it's almost nothing but refined grains, sugar and artificial chemicals.

The truth is, if the packaging of a food says that it is healthy, then it probably isn't.

The truly healthy foods are those that don't need any health claims... whole, single ingredient foods.



#### Feeding Your Gut Bugs is Critical

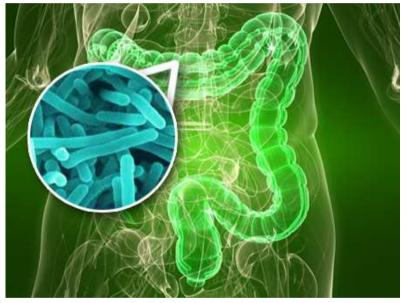
Did you know that you are actually just 10% human?

The bacteria in the intestine, known as the gut flora, actually outnumber human cells 10 to 1!

In recent years, research has shown that the types and number of these bacteria can have profound implications for human health, affecting everything from body weight to brain function (15, 16).

Just like your body's cells, the bacteria need to eat, and soluble fiber is their preferred fuel source (17, 18).

This may be the most important reason to include plenty of fiber in your diet, to feed the little guys in the intestine.



### "Cholesterol" is Not The Enemy

What people generally refer to as "cholesterol" isn't really cholesterol.

When people talk about the so-called "bad" and "good" cholesterol, they're actually referring to the proteins that carry cholesterol around.

LDL stands for Low Density Lipo**protein** and HDL stands for High Density Lipo**protein**.

The truth is, cholesterol is not the enemy. The main determinant of heart disease risk is the type of lipoproteins that carry cholesterol around, not cholesterol itself.



#### Junk Food Can be Addictive

In the past 100 years or so, food has changed.

People are eating more processed food than ever, and the technologies used to engineer foods have become more elaborate.

These days, food engineers have found ways to make food so "rewarding" that the brain gets flooded with dopamine

This is the same mechanism employed by drugs of abuse

For this reason, some (but definitely not all) people can become addicted and completely lose control over their consumption

Many studies have looked at this and found similarities between processed junk foods and drugs of abuse

### Sugar is Mainly Harmful Because it Supplies "Empty" Calories

Pretty much everyone agrees that sugar is unhealthy when consumed in excess.

But many people still believe that it is only bad because it supplies empty calories.

Well... nothing could be farther from the truth.

When consumed in excess, sugar can cause severe metabolic problems

Many experts now believe that sugar may be driving of some of the world's biggest killers... including obesity, heart disease, diabetes and even cancer

Although sugar is fine in small amounts (especially for those who are physically active and metabolically healthy), it can be a **complete disaster** when consumed in excess.



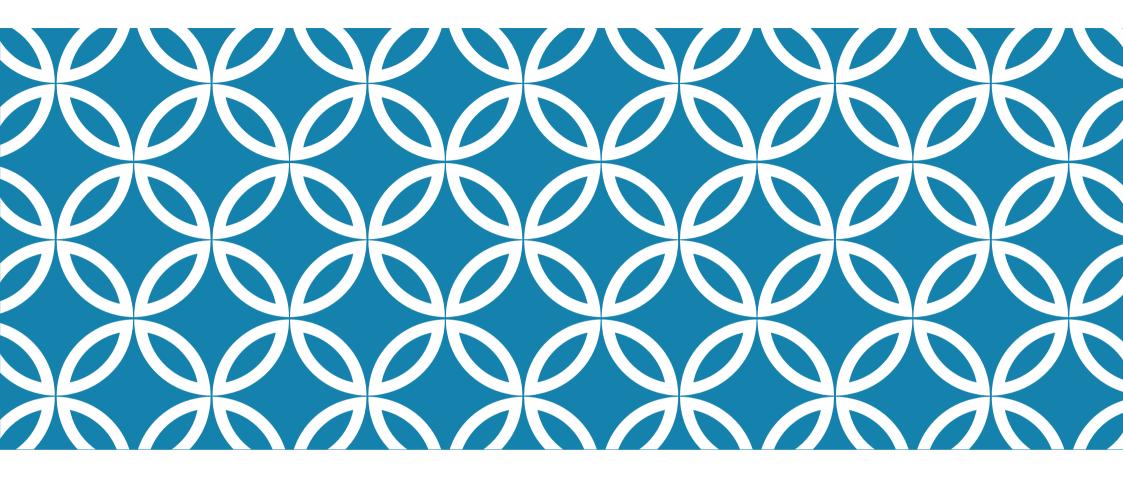
#### **Gluten Free**

It is often claimed that no one benefits from a gluten-free diet except patients with celiac disease. This is the most severe form of gluten intolerance, affecting under 1% of people.

But another condition called gluten sensitivity is much more common and may affect about 6-8% of people, although there are no good statistics available yet

Studies have also shown that gluten-free diets can reduce symptoms of irritable bowel syndrome, schizophrenia, autism and epilepsy.

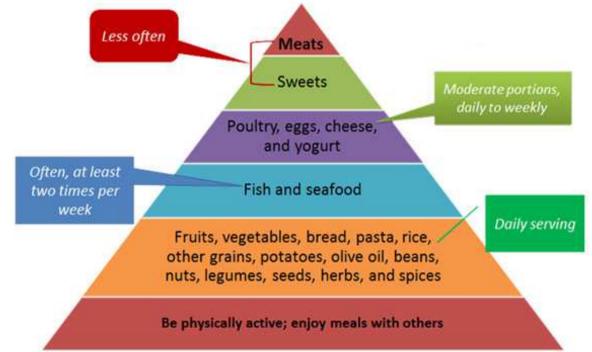
However... people should eat foods that are *naturally* gluten free (like plants and animals), **not** gluten-free "products." Gluten-free junk food is still junk food.



## MEDITERRANEAN DIET

## **A MEDITERRANEAN DIET MEAL PLAN** THERE IS NO ONE "RIGHT" WAY TO DO THIS DIET. THERE ARE MANY COUNTRIES AROUND THE MEDITERRANEAN SEA AND THEY DIDN'T ALL EAT THE

SAME THINGS.



#### The **Basics**

**Eat:** Vegetables, fruits, nuts, seeds, legumes, potatoes, whole grains, breads, herbs, spices, fish, seafood and extra virgin olive oil.

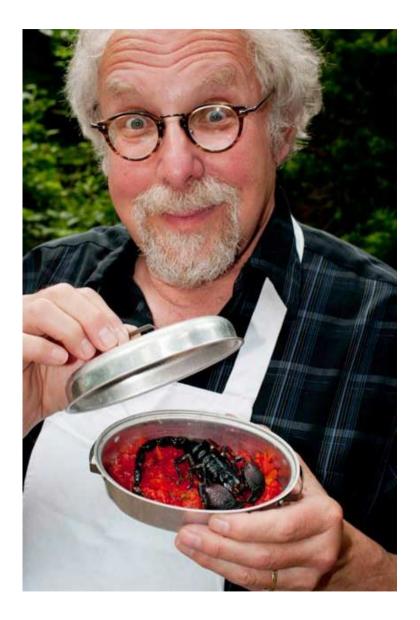
Eat in Moderation: Poultry, eggs, cheese and yogurt.

Eat Only Rarely: Red meat.

**Don't Eat:** Sugar-sweetened beverages, added sugars, processed meat, refined grains, refined oils and other highly processed foods.

# WHAT ABOUT THE OTHER COUNTRIES? AND OTHER DIETS? AND OTHER COSTUMES?





The benefits of consuming insects are multifold, starting with the fact that they're good for you. Consider the following: 100 grams of crickets contains 121 calories. Only 49.5 calories come from fat. Where you really see the nutritional value is in the 12.9 grams of protein and 75.8 milligrams of iron.

# CULTURAL DIFERENCES ARE GOOD! BUT WHAT IS HEALTHY AND WHAT IS NOT?

