

SIMPLE WEIGHT MANAGEMENT

SECTION 2

Your Hidden Enemies (in the Food Chain)



...powerful habits to transform your life!

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Quick Guide

Section 2 (of 12) is entitled ~ ***Your Hidden Enemies (in the Food Chain)!*** .

This 2nd section outlines the manipulation in the food chain.

The food industry is a colossal and profitable business and they're working hard to get us all addicted to unhealthy foods. This section will highlight the manipulations, the dangers and how they've made certain foods highly addictive.

Forewarned is forearmed as they say!



Disclaimer

All the information and recommended action steps provided in this guide are with the sincerest intentions to genuinely help you enhance your weight management, general health, well-being and make you feel good. It is the culmination of thousands of hours of research into books, published medical studies and the study of professional expertise. Vibrant health accepts no liability for the results of any actions you take following the information contained within. We strongly advise you to do your own research prior to the taking action steps and consult a medical professional if in doubt with any aspects.

2. Your Hidden Enemies (in the Food Chain)!

*"The sad truth is... **the food industry wants you addicted to unhealthy foods** that make you fat and are using the latest research into neuroscience and human behaviour to covertly manipulate you... **REMEMBER THIS!**"*

Your Simple Weight Management educational journey so far...

1 – You understand there's no quick fix and long term consistency of good habits is the key.

- The **bad news** ~ if you're overweight, the food industry has a lot to answer for!
- The **good news** ~ if you're overweight, the food industry has a lot to answer for!

Confused 😊? It's not a typo, let me explain...

Its **bad news** when you understand what the food industry is really doing to the food chain, and you'll fully understand after reading this section and section 5 (*How Different Foods Affect You*).

However, its **good news** though, if you've been beating yourself up (or giving yourself any sort of self-criticism) over your weight, bad habits or lack of willpower etc, **as there are lots of hidden elements working against you**.

Why **good** news? To put it succinctly...

... a big chunk of the problem isn't your fault (so you can start **letting go** of the 'weight' of any blame and self-criticism you've been secretly carrying).

... however, it is still your responsibility to fix it though (and that's what we're going to help you do 😊)!

First of all, let's go back in time;

Stephen read a book a while ago called 'Gardening Through the Ages' which had photographs of gardeners from each decade throughout the 20th century.

What he observed was that the gardeners and people in the background after 1980 looked to have a lot more body weight than all those in the pictures prior to 1980.

This got the cogs in his brain working overtime, so he started doing further research in other books with pictures spanning different decades and it became obvious that something had definitely changed from the 1980's onwards.

He discovered 2 key causes; we'll discuss the second one in section 8 (*The Magical Waistline Regulator ~ Genius 😊*). The primary cause of the obesity epidemic which began slowly in the 1980's is the **mass introduction of processed and fast foods** into modern day living.



Now everybody already knows that lots of processed food and fast food consumption isn't good for your health, but **it goes much deeper than you realise!**

Mass manipulation 1 ~ The food industry wants you addicted to unhealthy food!

Although food is a necessity to fuel us and we need to produce a lot of food to feed the world's population, it is also a highly competitive and profitable industry.

What changed though, with the introduction of processed and fast foods flooding the market, is the use of food science, neuro science and manipulative marketing to get us all to consume more.

Food corporations have spent huge amounts of money on research to study human behavioural reaction to food. This is research on a whole new level using the very best neuro-scientists, flavour experts, behavioural experts and marketeers.

The 'dark' science of fast food

Advanced food science, driven by consumption and profit has created food that is highly pleasurable and addictive, **that takes over your brain** and that's where the problem begins!

They've figured out how to get food to stimulate the neuro circuitry 'pleasure centre' in your brain to release endorphins and dopamine.

So, when you bite into that 'Big Mac' or bucket of fried chicken, you feel a rush of pleasure.

The neuro-scientists and flavour experts have engineered the food to create a **momentary bliss** by maximising sensory pleasure using **natural flavour extracts** and **additives**.

Although the companies try to put a positive 'healthy' marketing spin on it, these foods are carefully engineered blends of salt, sugar and fat, with very little nutrition value and laden with calories 😞.

It gets worse...

The pleasurable dopamine hit you get as the food stimulates your pleasure centre is a natural chemical motivator for you to repeat the process – making it more addictive so you crave the 'un-nutritious' food to repeat the dopamine high!

To add to this, the behavioural scientist boffins know that once you've experienced their addictive food, your brain is then activated by the cleverly researched company branding and restaurant layout, which act as triggers to fuel your further desire for it.

So, they've created an association in your brain between their branding and your dopamine high from eating their food. So, anytime you see an advert for their fast food brand or drive past one of their restaurants, it momentarily triggers the high, vastly increasing the chances of you wanting it again.



Every parent knows what happens when they drive past a popular fast food restaurant that they've previously taken their kids to! The boffins have even figured out how to get young kids addicted at a very early age by making the whole experience very pleasurable on multiple levels.

Studies also show the more fast food you consume, the more powerful your cravings become over time. Can you see why so many people get addicted to fast food?

It's only humans, right?

In a 2009 there was a study of the effects of fast food on rats, they were fed it over a 14 day period.

After the 14 days they didn't want to eat normal food as it didn't satisfy them anymore. Some of them would starve for a while as they craved the pleasurable high that the fast food gave them.

I'm guessing rat food is generally boring, so when they were fed nothing but highly pleasurable food, they started to become addicted!

What makes it so pleasurable and addictive?

Fast food is high in fat and sugar and low in fibre with very limited nutritional value.

It is the natural flavour extracts that create the dopamine high in your pleasure centre and the additives and fillers that often create other issues (mood swings, headaches, lethargy etc) especially with people who eat fast food very regularly.

You can really understand the effects from the documentary '*Super-Size Me*' by Morgan Spurlock who ate nothing but McDonalds for 30 days. He gained 25 pounds, felt like sh*t for most of it and gained many ailments.

Obviously, nobody in their right mind would live mainly on fast food, we're just making the point of how addictive and damaging the ingredients are, if eaten to excess.

What is does to you

Your organs break down fast food very quickly (due to its composition and lack of fibre), so it hits your bloodstream in around 15 minutes – this blood sugar spike will give you a surge of energy as a big dose of glucose is now in your system.

So far, it's all good, you get the dopamine high and a surge of energy fairly quickly as your bloodstream is now full of glucose 😊.

If you've then got some hedges to trim, logs to chop or lawns to cut, this energy could be very useful. However, if you're not doing much and don't use this glucose for energy, it could just be turned into fat by insulin and stored for future use 😞.

Around 3 hours later you'll experience the blood sugar crash with the possibility of associated issues (headaches, lethargy etc) if you eat it regularly and... more cravings



to eat something with high fat and sugar content... can you see the vicious circle forming 😞?

Eating a lot of fast food impacts you both physically and mentally in a negative way.

The odds have been stacked against us

Genetically we haven't changed but our access to cheap food has, and we're being bombarded all day long by the food industry to consume more and more of it.

The food/behavioural scientists and marketers' job is to make more money by making us fat. They've also made unhealthy food cheaper to eat so the less 'well-off,' generally tend to suffer more with weight problems.

So, over-eating and weight issues are not necessarily down to greed, a lot of it is down to manipulation from the food chain boffins.

Let's put this into context

We've focused on fast food so far in this section but it's pretty much the same for any highly processed food as well.

However, we're not here to simply undermine processed and fast food. The majority of us love a bit now and again as it is pleasurable, **the key is moderation.**

We'll cover this subject in more detail in section 5 (*How Different Foods Affect You*).

Mass manipulation 2 ~ Misleading marketing

Clever marketing from food manufacturers has played on our desire to be healthy and lose weight.

They use the latest findings in neuroscience to overcome resistance, along with a tactic known as the '**health halo effect.**'

They know the market wants healthy food that doesn't make us fat, so they advertise it accordingly with healthy related terms such as...

Low fat, Refined, Enriched, Supports heart health... , May reduce the risk of...

These can be very misleading indeed as these terms are generally highly visible on the packaging to make the product appear it is a 'wonder food' in terms of health and nutrition.

On closer inspection, many of these products have an ingredient or two that is recognised as healthy and beneficial (so they can claim: '*supports heart health...*' or '*may reduce the risk of...*' as an enticing statement), however they are often loaded with many additional ingredients (flavour extracts, additives, preservatives etc) that are unhealthy and can even make us fat.



When you see the words '**low fat**' think '**chemical sh*t-storm**' or '**hidden sugar**' 😊!

If a person is described as '**refined**' they are highly likely to take it as a compliment, as it is a mainly positive word. However, when it appears on food labelling it effectively means '**stripped of most of the original nutrients & goodness**' 😞.

'**Enriched**' also has positive connotations on face value but again, when it's on food packaging it's negative, it means **a little bit of nutrients & goodness** but not much 😞.

These marketing tactics are a manipulative paradox, the cleverly designed packaging gives the appearance of healthy food when the reality is often anything but 😞.

Mass manipulation 3 ~ Fooling your tastebuds

So, the food science boffins use clever manipulative marketing to get you to try their product, but to keep you buying it, they need to make it taste very desirable to get you hooked.

The way to do this is stimulate your pleasure sensors by adding **highly addictive sugar** substitutes. Some of these even bypass our natural appetite control hormones and trick us into eating more than we need (that is very naughty 😞 we cover it specifically in section 5 (*How Different Foods Affect You*)).

In a nutshell, they've loaded processed and fast foods with sugars and sugar substitutes and derivatives. If they labelled it directly as sugar, many of us wouldn't touch it, but what they've done is disguise it with a multitude of different names such as;

Beet sugar, Brown sugar, Corn sweetener, Corn syrup, Dextrose, Evaporated cane juice, Fructose, Fruit juice concentrates, Galactose, Grape sugar, High Fructose Corn Syrup (HFCS), Invert corn sugar, Invert sugar, Lactose, Malt, Maltose, Malt syrup, Molasses, Maple syrup, Raw sugar, Rice syrup, Sucrose.

That's just 22 names of sugar related substitutes (there are many more) that make food more pleasurable and addictive.

Another common flavour enhancer called **Monosodium Glutamate (MSG)** is created from a chemical called glutamate and is often used to enhance the flavour of savoury dishes. It is often used in Chinese food and some fast foods.

There are numerous reactions related to MSG from headaches and sweating to nausea and feeling weak.

Final words

The food industry mass manipulation has now been around for decades, and it is getting even more manipulative as neuro and behavioural science discovers more about how we function.



Awareness and **education** are the **key** – once you understand what is really going on, it loses its effects as you. Similar to a new scam doing the rounds, once you become aware of it, you're not going to mindlessly fall for it.

In a nutshell, processed foods and fast foods are generally unhealthy and contain a lot of sugar, unhealthy fat and 'questionable' ingredients and additives.

They're not good for the waistline in excess and often end up making you feel lethargic and sluggish, after the initial enjoyment from eating it.

However, there's nothing wrong with the odd fast food burger or cookie, they are pleasurable to eat, Stephen and myself both love a coffee and a slice of cake. The message is **limit** this type of food (will cover this in detail in section 5 ~ *How Different Foods Affect You*), **moderation as always, is the key** 😊.

STOP PRESS – here's me (David) talking about how I love a slice of cake and my neighbour Carol has just rang the doorbell and brought round a chunk of homemade chocolate cake, here's a picture of it >>>> right, I'm off to put the kettle on 😊!



Are you ready to be put off diets...forever?

