

yudkin pure white and deadly

Yudkin Pure White and Deadly is a phrase that captures the complex and often misunderstood relationship between sugar consumption and health. Renowned scientist Dr. John Yudkin, a pioneer in nutritional research, was one of the first to highlight the potentially harmful effects of excessive sugar intake. His work, particularly his book *Pure White and Deadly*, challenged the prevailing dietary norms of the mid-20th century and continues to influence nutritional science today. Understanding the implications of Yudkin's findings is essential for anyone interested in maintaining a healthy lifestyle amid the modern epidemic of sugar consumption.

The Legacy of John Yudkin and His Book *Pure White and Deadly*

Who Was John Yudkin?

John Yudkin (1910–1995) was a British physiologist and nutritionist whose research primarily focused on the effects of sugar on human health. During his career, he voiced concerns about the rising consumption of sugar in Western diets, warning that it could be contributing to a host of health issues, including obesity, heart disease, and diabetes.

The Impact of *Pure White and Deadly*

Published in 1972, *Pure White and Deadly* was a groundbreaking book that argued sugar was a major contributor to chronic diseases, rivaling the impact of fats and cholesterol. Yudkin contended that sugar was not merely a source of empty calories but a substance with direct adverse effects on the body.

Initially, the book faced skepticism and was overshadowed by the prevailing dietary advice that promoted low-fat diets. However, recent decades have seen a resurgence of interest in Yudkin's ideas as evidence accumulates about the dangers of excessive sugar intake.

The Health Dangers of Excessive Sugar Consumption

How Sugar Affects the Body

Sugar, especially refined sugar like sucrose and high-fructose corn syrup, is rapidly absorbed into the bloodstream. This causes spikes in blood glucose levels, prompting the pancreas to release insulin. Over time, chronic high sugar consumption can lead to various health problems:

- **Obesity:** Excess sugar contributes to weight gain by providing empty calories and stimulating fat storage.
- **Type 2 Diabetes:** Persistent high blood sugar levels can impair insulin sensitivity, leading to insulin

resistance and diabetes.

- **Heart Disease:** Sugar intake has been linked to increased risk factors such as high blood pressure, triglycerides, and inflammation.
- **Cancer:** Emerging research suggests that high sugar diets may promote certain types of cancer through inflammation and hormonal imbalances.
- **Dental Problems:** Sugar feeds harmful oral bacteria, leading to cavities and gum disease.

The Link Between Sugar and Heart Disease

Yudkin's research emphasized that sugar could directly influence cardiovascular health. He pointed out that high sugar intake leads to increased blood triglycerides and promotes inflammation, both of which are risk factors for heart disease. Modern studies have confirmed these links, underscoring the importance of reducing sugar intake for heart health.

Sugar and the Obesity Epidemic

The global rise in obesity correlates strongly with increased sugar consumption, particularly in processed foods and sugary beverages. The calorie-dense nature of sugary snacks and drinks contributes to an energy surplus, leading to weight gain. Additionally, sugar's effect on insulin levels can increase appetite, making it harder to control food intake.

The Role of "Pure White" Sugar in Our Diet

What Is "Pure White" Sugar?

"Pure white" sugar refers to refined, granulated sugar made from sugarcane or sugar beet. It undergoes extensive processing to remove molasses and impurities, resulting in a highly concentrated form of sucrose.

Why Is It Considered "Deadly"?

Yudkin argued that this highly processed form of sugar is "deadly" because it lacks any nutritional value and can have immediate and long-term adverse health effects. Its addictive qualities make it difficult for consumers to limit intake, creating a cycle of overconsumption.

The Ubiquity of White Sugar in Modern Food Products

White sugar is found in a vast array of processed foods:

- Sodas and soft drinks
- Candies and sweets
- Baked goods like cakes, cookies, and pastries
- Breakfast cereals
- Yogurts and dairy products
- Condiments and sauces

This widespread presence makes it challenging for consumers to avoid excessive sugar intake, often unknowingly exceeding recommended limits.

Historical Context and Modern Reassessment

Initial Reception of Yudkin's Ideas

When *Pure White and Deadly* was published, the prevailing nutritional advice emphasized reducing dietary fats, especially saturated fats, to prevent heart disease. Yudkin's focus on sugar was seen as controversial and was marginalized by the food industry and mainstream nutritionists.

Revival and Modern Evidence

In recent years, scientific research has increasingly supported Yudkin's warnings. Studies have demonstrated that sugar consumption is a significant factor in obesity, metabolic syndrome, and cardiovascular disease. Public health campaigns now emphasize reducing added sugars, aligning with many of Yudkin's original concerns.

The Current Dietary Guidelines

Most health organizations recommend limiting added sugar intake:

- World Health Organization (WHO): Less than 10% of total daily calories from added sugars, ideally below 5% for additional health benefits.
- American Heart Association (AHA): No more than 6 teaspoons of added sugar per day for women, and 9 teaspoons for men.

Despite these guidelines, average consumption remains well above recommended levels, illustrating the challenge of reducing sugar intake in a society heavily reliant on processed foods.

Practical Steps to Reduce White Sugar Intake

Reading Labels Carefully

Many processed foods contain hidden sugars. Look for terms like:

- Sucrose
- High-fructose corn syrup
- Glucose
- Fructose
- Brown sugar, cane sugar

Choosing Whole Foods

Opt for natural, unprocessed foods:

- Fresh fruits and vegetables
- Whole grains
- Lean proteins
- Healthy fats

Reducing Sugary Beverages

Replace sodas and sweetened drinks with:

- Water

- Herbal teas
- Infused water with fresh fruit

Cooking and Baking at Home

Control added sugar levels by preparing meals and snacks at home, using natural sweeteners like honey or maple syrup sparingly.

Managing Cravings

Gradually reducing sugar intake can help curb cravings. Incorporate more fiber and protein into meals to promote satiety and reduce the desire for sugary snacks.

The Broader Impact of Reducing White Sugar Consumption

Improving Overall Health

Lowering added sugar intake can lead to:

- Weight loss and maintenance
- Reduced risk of diabetes and heart disease
- Better dental health
- Enhanced energy levels

Economic and Environmental Benefits

Reducing sugar consumption can also have positive effects beyond individual health:

- Decreased healthcare costs related to chronic diseases
- Lower environmental impact from producing and processing sugar

Promoting Public Health Awareness

Educating consumers about the dangers of white sugar and promoting healthier alternatives are vital steps toward combating the global health crisis associated with sugar overconsumption.

Conclusion

Yudkin pure white and deadly encapsulates a critical insight about the dangers of refined sugar in our diets. From his pioneering work in the 1970s to current scientific consensus, the evidence underscores the importance of limiting white sugar intake to improve health outcomes. While sugar is undeniably a source of pleasure and energy, its overuse poses significant risks that should not be ignored. By understanding the history, health implications, and practical ways to reduce consumption, individuals and societies can take meaningful steps toward healthier living. Embracing Yudkin's warnings and advocating for better food policies can ultimately lead to a future where "pure white" no longer equates to "deadly."

Frequently Asked Questions

What is the main focus of Yudkin's 'Pure White and Deadly'?

Yudkin's 'Pure White and Deadly' critically examines the health risks associated with refined sugar consumption and its impact on chronic diseases like obesity, diabetes, and heart disease.

Why has 'Pure White and Deadly' regained popularity in recent years?

The book has gained renewed interest due to increasing awareness of the negative health effects of sugar, aligning with current concerns about processed foods and advocating for reduced sugar intake.

How did Yudkin differentiate between sugar and other sweeteners in his book?

Yudkin emphasized that refined white sugar, unlike natural sweeteners, provides empty calories without essential nutrients and is linked to numerous health problems, making it particularly harmful.

What impact did 'Pure White and Deadly' have on public health policies?

While initially controversial, the book contributed to growing discussions about sugar's role in health and influenced some public health recommendations to limit sugar consumption.

Are the health concerns raised in 'Pure White and Deadly' still relevant today?

Yes, current research continues to support Yudkin's claims about the negative health effects of excessive sugar intake, making the book highly relevant in today's diet and nutrition debates.

Additional Resources

Yudkin Pure White and Deadly: Unveiling the Hidden Dangers of Sugar in Our Modern Diet

In recent years, the phrase Yudkin Pure White and Deadly has gained significant traction among health enthusiasts, nutritionists, and researchers alike. This evocative title references the pioneering work of Dr. John Yudkin, a British physiologist and nutritionist, who famously warned about the perils of sugar long before it became a mainstream concern. Today, "Pure White and Deadly" encapsulates the idea that sugar — despite its ubiquitous presence in processed foods — is a silent killer contributing to a myriad of health issues. This article aims to dissect the origins of the phrase, explore the science behind sugar's harmful effects, and provide practical guidance for reducing sugar intake in our daily lives.

The Origins of “Pure White and Deadly”: Dr. Yudkin’s Pioneering Research

Who Was Dr. John Yudkin?

Dr. John Yudkin was a renowned British scientist whose research in the 1950s and 1960s challenged the prevailing dietary norms of his time. Unlike the dominant focus on saturated fats and cholesterol, Yudkin emphasized the role of sugar in the development of cardiovascular disease, obesity, and metabolic disorders. His book, *Pure, White, and Deadly* (1972), was a groundbreaking exposé that argued sugar was a major health hazard, deserving of the same scrutiny as tobacco or other harmful substances.

The Core Message of "Pure, White, and Deadly"

Yudkin’s thesis was straightforward but revolutionary: sugar, particularly refined white sugar, is not benign. It is "white," in the literal sense, but also "deadly" in its potential health impacts. His work revealed:

- The correlation between high sugar consumption and increased rates of obesity and heart disease.
- How sugar triggers insulin spikes, leading to fat storage and metabolic imbalance.
- The addictive nature of sugar, fostering overconsumption.

Despite initial pushback from the food industry and scientific community, subsequent research has validated many of Yudkin’s concerns, making his work highly relevant today.

Understanding the Science: Why Is Sugar Considered “Deadly”?

The Composition of White Sugar

White sugar, or sucrose, is a disaccharide composed of glucose and fructose molecules. It is highly refined,

stripped of nutrients, and quickly absorbed into the bloodstream. This rapid absorption causes spikes in blood sugar and insulin levels, triggering a cascade of physiological responses.

The Biological Impact of Sugar

Blood Sugar and Insulin Spikes

- **Rapid Absorption:** White sugar causes quick increases in blood glucose.
- **Insulin Response:** The pancreas releases insulin to manage elevated blood sugar.
- **Craving Loop:** Insulin spikes can lead to subsequent drops in blood sugar, prompting hunger and cravings.

Fat Accumulation and Obesity

Excess sugar consumption leads to increased fat storage, especially visceral fat, which is associated with metabolic syndrome and cardiovascular risks.

Inflammation and Chronic Diseases

High sugar intake promotes systemic inflammation, contributing to atherosclerosis, type 2 diabetes, and even certain cancers.

Addictive Properties

Sugar stimulates the release of dopamine in the brain's reward pathways, fostering addiction-like behaviors and overconsumption.

The Evidence Linking Sugar to Disease

Numerous studies have linked high sugar diets to:

- Heart disease
- Type 2 diabetes
- Obesity
- Non-alcoholic fatty liver disease
- Dental cavities

A landmark 2014 study published in *JAMA Internal Medicine* found that frequent consumption of sugar-sweetened beverages significantly increases mortality risk.

The Cultural and Industry Factors Behind Sugar's Ubiquity

The Role of Food Industry

Food manufacturers have historically added sugar to enhance flavor, increase palatability, and extend shelf life. Over time, this has led to:

- Widespread availability of processed foods
- Hidden sources of sugar in condiments, sauces, and bread
- Marketing strategies targeting children and vulnerable populations

Cultural Shifts and Dietary Norms

Modern diets increasingly rely on convenience foods, often loaded with added sugars. The normalization of sugary snacks, cereals, and drinks has contributed to a global epidemic of metabolic disorders.

Practical Strategies to Reduce Sugar Intake

Reading Labels and Identifying Hidden Sugars

Be vigilant about ingredients lists, which may include:

- Sucrose
- Glucose
- Fructose
- Corn syrup
- High fructose corn syrup
- Dextrose
- Cane sugar

Choosing Whole, Unprocessed Foods

Opt for:

- Fresh fruits and vegetables
- Whole grains
- Lean proteins
- Nuts and seeds

Reducing Consumption of Sugary Beverages

Replace soda, energy drinks, and sweetened teas with:

- Water
- Herbal teas
- Sparkling water with natural flavorings

Cooking and Baking at Home

Control added sugar by preparing meals and desserts from scratch, using natural sweeteners like:

- Honey
- Maple syrup
- Stevia (in moderation)

Gradual Reduction and Mindful Eating

- Decrease sugar gradually to adjust taste buds
- Be mindful of cravings and emotional eating triggers

The Broader Implications for Public Health

Policy and Education

Efforts to combat sugar-related health issues include:

- Implementing sugar taxes
- Restricting marketing to children
- Public health campaigns emphasizing sugar awareness

The Role of Healthcare Professionals

Doctors and nutritionists can:

- Screen for high sugar consumption
- Educate patients on healthier choices
- Support behavioral changes

Future Directions

Research continues into:

- The impact of artificial sweeteners and sugar substitutes
- Developing policies for food reformulation

- Promoting dietary patterns like the Mediterranean diet, which naturally limits sugar intake

Conclusion: Recognizing the Deadly Truth of Sugar

The phrase Yudkin Pure White and Deadly encapsulates a critical message that remains as relevant today as it was decades ago. While sugar is a common ingredient in countless foods, understanding its potential health risks empowers consumers to make informed choices. Recognizing sugar's role in the development of chronic diseases underscores the importance of dietary vigilance, food industry reform, and public health initiatives. By reducing our reliance on refined white sugar and embracing whole, nutrient-dense foods, we can mitigate the "deadly" impact of this seemingly innocuous white powder and pave the way for healthier, longer lives.

Remember, awareness is the first step toward change. Be mindful of your sugar intake, read labels carefully, and prioritize natural, unprocessed foods in your diet.

[Yudkin Pure White And Deadly](#)

yudkin pure white and deadly: Pure, White, and Deadly John Yudkin, 2013-08-28 More than 40 years before Gary Taubes published *The Case Against Sugar*, John Yudkin published his now-classic exposé on the dangers of sugar—reissued here with a new introduction by Robert H. Lustig, the bestselling author of *Fat Chance*. Scientist John Yudkin was the first to sound the alarm about the excess of sugar in the diet of modern Americans. His classic exposé, *Pure, White, and Deadly*, clearly and engagingly describes how sugar is damaging our bodies, why we eat so much of it, and what we can do to stop. He explores the ins and out of sugar, from the different types—is brown sugar really better than white?—to how it is hidden inside our everyday foods, and how it is harming our health. In 1972, Yudkin was mostly ignored by the health industry and media, but the events of the last forty years have proven him spectacularly right. Yudkin's insights are even more important and relevant now, with today's record levels of obesity, than when they were first published. Brought up-to-date by childhood obesity expert Dr. Robert H. Lustig, this emphatic treatise on the hidden dangers of sugar is essential reading for anyone concerned about their health, the health of their children, and the wellbeing of modern society.

yudkin pure white and deadly: Pure, White and Deadly John Yudkin, 1972 The classic expose on the dangers of sugar, with a new introduction by Robert H. Lustig, the bestselling author of *Fat Chance* Scientist John Yudkin was the first to sound the alarm about the excess of sugar in the diet of modern Americans. His classic expose, *Pure, White, and Deadly*, clearly and engagingly describes how sugar is damaging our bodies, why we eat so much of it, and what we can do to stop. He explores the ins and out of sugar, from the different types--is brown sugar really better than white?--to how it is hidden inside our everyday foods, and how it is damaging our health. In 1972, Yudkin was mostly ignored by the health industry and media, but the events of the last forty years have proven him spectacularly right. Yudkin's insights are even more important and relevant now, with today's record levels of obesity, than when they were first published. Brought up-to-date by

childhood obesity expert Dr. Robert H. Lustig, this emphatic treatise on the hidden dangers of sugar is essential reading for anyone concerned about their health, the health of their children, and the wellbeing of modern society.

yudkin pure white and deadly: Defending Beef Nicolette Hahn Niman, 2021-07-20

"Nicolette Hahn Niman sets out to debunk just about everything you think you know . . . She's not trying to change your mind; she's trying to save your world."—Los Angeles Times "Elegant, strongly argued."—The Atlantic (named a "Best Food Book") As the meat industry—from small-scale ranchers and butchers to sprawling slaughterhouse operators—responds to COVID-19, the climate threat, and the rise of plant-based meats, *Defending Beef* delivers a passionate argument for responsible meat production and consumption—in an updated and expanded new edition. For decades it has been nearly universal dogma among environmentalists that many forms of livestock—goats, sheep, and others, but especially cattle—are Public Enemy Number One. They erode soils, pollute air and water, damage riparian areas, and decimate wildlife populations. As recently as 2019, a widely circulated Green New Deal fact sheet even highlighted the problem of "farting cows." But is the matter really so clear-cut? Hardly. In *Defending Beef*, Second Edition, environmental lawyer turned rancher Nicolette Hahn Niman argues that cattle are not inherently bad for the earth. The impact of grazing can be either negative or positive, depending on how livestock are managed. In fact, with proper oversight, livestock can play an essential role in maintaining grassland ecosystems by performing the same functions as the natural herbivores that once roamed and grazed there. With more public discussions and media being paid to connections between health and diet, food and climate, and climate and farming—especially cattle farming, *Defending Beef* has never been more timely. And in this newly revised and updated edition, the author also addresses the explosion in popularity of "fake meat" (both highly processed "plant-based foods" and meat grown from cells in a lab, rather than on the hoof). *Defending Beef* is simultaneously a book about big issues and the personal journey of the author, who continues to fight for animal welfare and good science. Hahn Niman shows how dispersed, grass-based, smaller-scale farms can and should become the basis of American food production. "Creating healthful, delicious food in ecological balance is among humanity's greatest challenges. In this insightful book, Nicolette Hahn Niman shows why cattle on grass are an essential element. Every chef in America should read this book."—Alice Waters, founder/owner, Chez Panisse, and author of *We Are What We Eat* "Nicolette Hahn Niman just became beef's most articulate advocate. In *Defending Beef*, she pivots gracefully between the personal and the scientific, the impassioned and the evenhanded. It's a deeply compelling and delicious vision for the future of food."—Dan Barber, author of *The Third Plate*

yudkin pure white and deadly: The Shape We're In Sarah Boseley, 2014-06-24

This demonization of the overweight by the media and politicians is unrelenting. Sarah Boseley, the Guardian's award-winning health editor, argues it's time we understood the complex reality of what makes us fat. Speaking to behavioural scientists and industry experts, yo-yo dieters and people who have gone under the knife, Boseley builds a picture of an obesogenic society - one where we're constantly bombarded by the twin evils of big budget food marketing and the diet industry. Filled with in-depth, original reporting, Boseley reveals just how widespread the problem is - 1 in 4 of us are obese - and makes the case that it is time to fundamentally change the way we live. *The Shape We're In* is essential reading for anyone interested in their health and the health of their children.

yudkin pure white and deadly: Resolving The Cholesterol Controversy: The Scientists Who Proved The Lipid Hypothesis Of Causation Of Atherosclerosis And Coronary Heart Disease Gilbert R Thompson, 2023-06-20 *Resolving the Cholesterol Controversy* recounts the science and scientific personalities behind the chain of discoveries upon which the lipid hypothesis of atherosclerosis was built. The narrative covers a period of just under 100 years, starting with Anitschkow's experiments with cholesterol-fed rabbits in 1913, and recounts the endeavours and achievements of the leading actors in this protracted scientific drama. The cast is drawn from an extraordinary variety of scientific disciplines: pathology, biophysics, epidemiology, nutrition, cardiology, lipidology, genetics, microbiology, pharmacology, and clinical trial design. Most of the scientists believed that cholesterol

played a causal role in atherosclerosis and cardiovascular disease, but there were some who dissented strongly from this conclusion. The breadth of scientific disciplines involved in proving the lipid hypothesis is matched by the geographical spread of the participants. Anitschkow worked in Russia, Endo discovered the first statin in Japan, their commercial development by Merck took place in the USA and evidence of benefit from lowering cholesterol came from trials conducted in Scandinavia and the UK. The subsequent meta-analysis of these statin trials in 2005 proved the validity of the lipid hypothesis beyond any doubt. The history of how this all came about and its impact upon health policy and medical practice is recalled here in *Resolving the Cholesterol Controversy*.

yudkin pure white and deadly: The Vitamin Cure Monte Lai, 2025-07-29 CLINICALLY PROVEN REMEDIES TO PREVENT AND TREAT 75 CHRONIC DISEASES AND CONDITIONS COMPLETELY REVISED AND UPDATED BASED ON NEW MEDICAL RESEARCH Based on over 40 years of research and hundreds of leading studies, *The Vitamin Cure* is a comprehensive guide to improving overall health with vitamin and essential element therapies. Modern medicine has done much in the field of acute conditions such as trauma, infections, burn, and bone fractures, but it has limited success in treating chronic diseases, such as Alzheimer's, Parkinson's, cancer, and diabetes among others. At present, the root causes of most chronic diseases are still unknown, and the drugs developed by pharmaceutical companies to treat chronic diseases actually treat only the symptoms rather than causes. According to Dr. Monte Lai, a nutrient deficient diet and unhealthy lifestyle are by far the two most important environmental factors associated with the causes of a host of chronic diseases. *The Vitamin Cure* provides a comprehensive overview of how vitamin and essential element therapies are the key to treating and preventing many of the chronic conditions. While the internet is chock full of health related information about vitamins and essential elements, it is difficult to sort through all available information to build a reliable knowledge base to improve health. The aim of this book is to provide readers with easily accessible evidence-based knowledge about vitamins and essential elements for prevention and treatment of chronic diseases. *The Vitamin Cure* relies on a statistical method known as meta-analysis (combining data from multiple studies) that is currently the most reliable method for assessing the efficacy of vitamins or essential elements in preventing or treating chronic diseases. *The Vitamin Cure* brings clinically proven remedies to light for any reader looking to improve overall health and prevent debilitating disease. This book contains five parts: Part one contains a brief history of the discovery of each of the thirteen essential vitamins, namely, vitamin A, vitamin B1, vitamin B2, vitamin B3, vitamin B5, vitamin B6, vitamin B7, vitamin B9, vitamin B12, vitamin C, vitamin D, vitamin E, and vitamin K. It also presents meta-analytic evidence of the efficacy of each vitamin in prevention and treatment of diseases, its recommended daily allowance and best food sources. Part two covers essential elements, including the five essential elements, i.e., calcium, potassium, sodium, magnesium and phosphorous, and the eight essential trace elements, i.e., iron, zinc, manganese, copper, molybdenum, iodine, chromium and selenium. It also presents meta-analytic evidence of the efficacy of each essential element in prevention and treatment of diseases, its recommended daily allowance and best food sources. Part three explains important secrets for staying healthy. These include explanation of how sugar makes you fat, why patients with autoimmune diseases should not eat meat, and how exercise benefits the brain? Part four provides meta-analysis evidence of which vitamins and essential elements should be taken to prevent and/or treat seventy-five chronic diseases and conditions. These seventy-five chronic diseases and conditions include lung cancer, breast cancer, colorectal cancer, prostate cancer, endometrial cancer, blood cancer, bladder cancer, glioma, diabetes, stroke, heart disease, cataracts, hypertension, Alzheimer's disease, osteoporosis, arthritis, hepatitis C, fatty liver disease, Parkinson's disease, sleep apnea, and others. Part five summarizes clinically proven remedies for preventing and treating the seventy-five chronic diseases and conditions presented in Part four.

yudkin pure white and deadly: Ralph Edwards: RARE EVENTS Ian Hembrow, 2023-01-20 Medical treatments designed to help people can also be harmful or fatal. Around 2.5 million people die this way each year. So if any kind of medicine makes someone unwell, they or their doctor should

report it. Those reports, from nearly every country in the world, go to the Uppsala Monitoring Centre (UMC) in Sweden. As the Centre's first director, Professor Ivor Ralph Edwards transformed it from a tiny operation with limited horizons into an internationally acclaimed scientific organization at the heart of the World Health Organization's Programme for International Drug Monitoring. He was then succeeded by his wife, Dr Marie Lindquist. This is the story of how a new science developed and a passionate and dedicated pursuit of worldwide medicines safety, with an unerring focus on the welfare of patients. The pioneering work of Ralph, Marie and their collaborators on every continent protected the lives of millions of people. It may yet improve the lives of billions more.

yudkin pure white and deadly: *Eating Ourselves Sick* Louise Stephen, 2017-01-31 Louise Stephen's powerful, no-holds-barred demolition of Big Food dissects the profit motive that has filled our food supply with toxic oils and sugar, and shows us how money is destroying our health. DAVID GILLESPIE Our diet has changed radically in the space of 100 years. We have swapped home-cooked food made with whole ingredients for processed food made from sugar, seed oils and refined wheat. Modern-day food is cheap, convenient and accessible, but also hugely destructive to our health. Former business consultant Louise Stephen developed an autoimmune disease in her early thirties, which led to renal failure and a kidney transplant. As a middle-class professional from a wealthy Western country, she was perplexed as to how she had become so ill. She started to investigate, using her business and research skills to find out what she could about diet and how it relates to health. What she uncovered will change the way you think about processed food - frozen dinners, breakfast cereals, packaged snacks, dips, flavoured drinks, bottled sauces - and the industry that is profiting from the commodification and toxication of our food supply. Stephen shows us how Big Food is picking up where Big Tobacco left off, employing skilful marketing to nudge us towards increasingly processed food, while hoping we'll fail to notice the commensurate rise in obesity and decline in health. Stephen reveals how governments and peak health bodies are often powerless to intervene and, even worse, are sometimes complicit in convincing us to ditch our wholefood ingredients for factory-made products. This is not a diet book. Meticulously researched and compellingly argued, *Eating Ourselves Sick* shines a light on the powerful forces that stand between us and a healthy diet.

yudkin pure white and deadly: *Corrupted Science* John Grant, 2018-05-01 A searing exposé of the misuses and misrepresentations of science from the time of Galileo continuing through to the present day, this new edition includes updates on the asbestos industry, the chemicals industry, the sugar industry, the agriculture industry (the abuse of antibiotics), and the automobile industry (lead in gasoline). The final chapter has been expanded to include the full-blooded assault on science mounted by the Trump administration.

yudkin pure white and deadly: *Proteins, Pathologies and Politics* David Gentilcore, Matthew Smith, 2018-12-13 *Proteins, Pathologies and Politics* presents an international and historical approach to dietary change and health, contrasting current concerns with how issues such as diabetes, cancer, vitamins, sugar and fat, and food allergies were perceived in the 19th and 20th centuries. Though what we eat and what we shouldn't eat has become a topic of increased scrutiny in the current century, the link between dietary innovation and health/disease is not a new one. From new fads in foodstuffs, through developments in manufacturing and production processes, to the inclusion of additives and evolving agricultural practices changing diet, changes often promised better health only to become associated with the opposite. With contributors including Peter Scholliers, Francesco Buscemi, Clare Gordon Bettencourt, and Kirsten Gardner, this collection comprises the best scholarship on how we have perceived diet to affect health. The chapters consider: - the politics and economics of dietary change - the historical actors involved in dietary innovation and the responses to it - the extent that our dietary health itself a cultural construct, or even a product of history This is a fascinating and varied study of how our diets have been shaped and influenced by perceptions of health and will be of great value to students of history, food history, nutrition science, politics and sociology.

yudkin pure white and deadly: *Low Carb is Lekker* Inè Reynierse, 2015-04-08 Low carb is lekker is the brainchild of Inè Reynierse, who embarked on a mission to make the benefits of a low-carb lifestyle an achievable, budget-friendly reality for her friends and family. Her 'decarb'd' versions of South Africa's most popular and well-loved recipes soon caught the attention of various social networks and the growing need for a basic Low carb is lekker recipe collection. There are easy low-carb, wheat-free and sugar-free alternatives to some alltime family favourites (think bobotie, mac 'n cheese and curry and 'rice'), quick comfort foods (gnocchi and chicken pie) as well as decadent treats (malva pudding, chocolate brownies and milk tart spring to mind). Written by a mom for moms who want to feed their loved ones back to health, Low carb is lekker is also a celebration for fellow South Africans who love the tastes of home without compromising health and wellness.

yudkin pure white and deadly: *The Case Against Sugar* Gary Taubes, 2016-12-27 From the best-selling author of *Why We Get Fat*, a groundbreaking, eye-opening exposé that makes the convincing case that sugar is the tobacco of the new millennium: backed by powerful lobbies, entrenched in our lives, and making us very sick. Among Americans, diabetes is more prevalent today than ever; obesity is at epidemic proportions; nearly 10% of children are thought to have nonalcoholic fatty liver disease. And sugar is at the root of these, and other, critical society-wide, health-related problems. With his signature command of both science and straight talk, Gary Taubes delves into Americans' history with sugar: its uses as a preservative, as an additive in cigarettes, the contemporary overuse of high-fructose corn syrup. He explains what research has shown about our addiction to sweets. He clarifies the arguments against sugar, corrects misconceptions about the relationship between sugar and weight loss; and provides the perspective necessary to make informed decisions about sugar as individuals and as a society.

yudkin pure white and deadly: *How to Reduce Your Child's Sugar Intake* Dr Val Wilson, 2021-01-14 Sugar is everywhere. Do your children beg you to buy unhealthy sugary snacks at the supermarket, and kick up a tantrum if you refuse? Perhaps you crave sweet treats, bread, pasta and sauce-laden food yourself. Do you notice lethargy and mood swings in your children as a result of blood glucose spikes and dips? If the answer to any of these questions is yes, your family's health is at risk. Dr Val Wilson can help. Having lived with Type 1 diabetes for more than four decades, her relationship with sugar has at times been very unhealthy, but today she is well in control of her sugar intake. *How to Reduce Your Child's Sugar Intake* is packed with recent scientific research and nutritional information to help you understand addiction to sugar and conquer it. It provides simple, actionable advice and delicious recipes to help you break free from the mental, physical and emotional traps of old eating patterns. This book shows the way to a sustainable, healthy lifestyle. It will enable you and your family to enjoy dramatically improved health and mood, increased energy levels and weight loss.

yudkin pure white and deadly: *Why Do You Overeat? When all you want is to be slim* Zoe Harcombe, You want to be slim more than anything else in the world and yet you find yourself eating things that makes you overweight. You are determined to stick to a healthy eating plan, but chocolate, crisps and biscuits keep 'talking to you'. The more you try to control your eating, the more out of control you get. You feel addicted to food, scared, helpless and hopeless. Fear no more! This book will change your life. Why do you overeat? When all you want is to be slim is the psychological companion to *Stop Counting Calories & Start Losing Weight*. Both will tell you about the three common medical conditions, which are causing your insatiable food cravings. Both will give you the three stages of The Harcombe Diet - the perfect diet to overcome these three conditions and so to end food addiction and overeating. The unique aspect of *Why do you overeat?* is its psychological approach. In it Zoe Harcombe will explain the six core emotions that drive overeating, the impact of childhood messages and give you the complete toolkit to transform your relationship with food. Welcome to The Harcombe Diet!

yudkin pure white and deadly: *Rethinking Diabetes* Gary Taubes, 2024-12-10 An eye-opening investigation into the history of diabetes research and treatment by the award-winning

journalist and best-selling author of *Why We Get Fat* • [Gary] Taubes's meticulous, science-based work makes him the Bryan Stevenson of nutrition, an early voice in the wilderness for an unorthodox view that is increasingly becoming accepted.—Niel Barsky, *The Guardian* Before the discovery of insulin, diabetes was treated almost exclusively through diet, from subsistence on meat, to reliance on fats, to repeated fasting and near-starvation regimens. After two centuries of conflicting medical advice, most authorities today believe that those with diabetes can have the same dietary freedom enjoyed by the rest of us, leaving the job of controlling their disease to insulin therapy and other blood-sugar-lowering medications. Rather than embark on “futile” efforts to restrict sugar or carbohydrate intake, people with diabetes can lead a normal life, complete with the occasional ice-cream cake, side of fries, or soda. These guiding principles, however, have been accompanied by an explosive rise in diabetes over the last fifty years, particularly among underserved populations. And the health of those with diabetes is expected to continue to deteriorate inexorably over time, with ever-increasing financial, physical, and psychological burdens. In *Rethinking Diabetes*, Gary Taubes explores the history underpinning the treatment of diabetes, types 1 and 2, elucidating how decades-old research that is rife with misconceptions has continued to influence the guidance physicians offer—at the expense of their patients' long-term well-being. The result of Taubes's work is a reimagining of diabetes care that argues for a recentering of diet—particularly, fewer carbohydrates and more fat—over a reliance on insulin. Taubes argues critically and passionately that doctors and medical researchers should question the established wisdom that may have enabled the current epidemic of diabetes and obesity, and renew their focus on clinical trials to resolve controversies that are now a century in the making.

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yudkin pure white and deadly: Sugar, Rum and Tobacco Mike Berridge, Lisa Marriott, 2017-08-07 Can a sugar tax improve public health? Even if it can, is it the right thing to do? One of New Zealand's foremost health scientists, Mike Berridge, teams up with tax expert Lisa Marriott to explore the issue. This BWB Text explains the relationship between sugar and ill-health, and explores how taxes can reduce people's sugar intake. It draws on research and case studies from around the world, including Denmark, Mexico and the Pacific. With New Zealand now the third most obese nation in the OECD, Berridge and Marriott's discussion is a timely addition to a contentious debate.

yudkin pure white and deadly: The Obesity Epidemic Zoe Harcombe, We want to be slim more than anything else in the world, so why do we have an obesity epidemic? If the solution is as simple as 'eat less and do more', why are 90% of today's children facing a fat future? What if the current diet advice is not right? What if trying to eat less is making us fatter? What if everything we thought we knew about dieting is wrong? This is, in fact, the case. This book will de-bunk every diet myth there is and change the course of The Obesity Epidemic. This is going to be a ground breaking journey, shattering every preconception about dieting and turning current advice upside down. Did you know that we did a U-Turn in our diet advice thirty years ago? Obesity has increased ten fold since - coincidence or cause? Discover why we changed our advice and what is stopping us changing it back; discover the involvement of the food industry in our weight loss advice; discover how long we have known that eating less and doing more can never work and discover what will work instead. There is a way to lose weight and keep it off, but the first thing you must do is to throw away everything you think you know about dieting. Because everything you think you know is actually wrong. The diet advice we are being given, far from being the cure of the obesity epidemic, is, in fact, the cause.

yudkin pure white and deadly: Nutritionism Gyorgy Scrinis, 2013-06-18 Popularized by Michael Pollan in his best-selling *In Defense of Food*, Gyorgy Scrinis's concept of nutritionism refers to the reductive understanding of nutrients as the key indicators of healthy food—an approach that has dominated nutrition science, dietary advice, and food marketing. Scrinis argues this ideology has

narrowed and in some cases distorted our appreciation of food quality, such that even highly processed foods may be perceived as healthful depending on their content of good or bad nutrients. Investigating the butter versus margarine debate, the battle between low-fat, low-carb, and other weight-loss diets, and the food industry's strategic promotion of nutritionally enhanced foods, Scrinis reveals the scientific, social, and economic factors driving our modern fascination with nutrition. Scrinis develops an original framework and terminology for analyzing the characteristics and consequences of nutritionism since the late nineteenth century. He begins with the era of quantification, in which the idea of protective nutrients, caloric reductionism, and vitamins' curative effects took shape. He follows with the era of good and bad nutritionism, which set nutricentric dietary guidelines and defined the parameters of unhealthy nutrients; and concludes with our current era of functional nutritionism, in which the focus has shifted to targeted nutrients, superfoods, and optimal diets. Scrinis's research underscores the critical role of nutrition science and dietary advice in shaping our relationship to food and our bodies and in heightening our nutritional anxieties. He ultimately shows how nutritionism has aligned the demands and perceived needs of consumers with the commercial interests of food manufacturers and corporations. Scrinis also offers an alternative paradigm for assessing the healthfulness of foods—the food quality paradigm—that privileges food production and processing quality, cultural-traditional knowledge, and sensual-practical experience, and promotes less reductive forms of nutrition research and dietary advice.

yudkin pure white and deadly: Just Eat Barry Estabrook, 2021-02-02 The New York Times bestselling author of *Tomatoland* test drives the most popular diets of our time, investigating the diet gurus, contradictory advice, and science behind the programs to reveal how we should—and shouldn't—be dieting. “Essential reading . . . This will completely change your ideas about what you should be eating.”—Ruth Reichl, author of *Save Me the Plums* Investigative journalist Barry Estabrook was often on the receiving end of his doctor's scowl. Realizing he had two options—take more medication or lose weight—Estabrook chose the latter, but was paralyzed by the options. Which diet would keep the weight off? What program could he maintain over time? What diet works best—or even at all? Over the course of three years, Estabrook tried the regimens behind the most popular diets of the past forty years—from paleo, keto, gluten-free, and veganism to the Master Cleanse, Whole30, Atkins, Weight Watchers—examining the people, claims, and science behind the fads, all while recording his mental and physical experience of following each one. Along the way, he discovered that all the branded programs are derived from just three diets. There are effective, scientifically valid takeaways to be cherry-picked . . . and the rest is just marketing. Perhaps most alarming, Estabrook uncovered how short-term weight loss can do long-term health damage that may go undetected for years. Estabrook contextualizes his reporting with an analysis of our culture's bizarre dieting history, dating back to the late 1800s, to create a thorough—and thoroughly entertaining—look at what specific diets do to our bodies, why some are more effective than others, and why our relationship with food is so fraught. Estabrook's account is a relatable, pragmatic look into the ways we try to improve our health through dieting, revealing the answer may be to just eat.

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