

<b>21 DAY NO SUGAR FOCUS</b>	<b>11 DAYS- NO (*IN ADDITION TO 10 DAY NO)</b>
<b>FIRST 10 DAYS- NO</b> BREAD (ANY KIND OF WHEAT/ GRAIN) BAGELS BROWNIES COOKIES CAKE CANDY CEREAL CHIPS CRACKERS CROISSANTS CUPCAKES GRANOLA ICE CREAM YOGURT MUFFINS OATS PASTA PASTRIES PITA PIZZA (UNLESS IT'S CAULIFLOWER) POPCORN ROLLS RICE SAUSAGE/HOT DOGS (ANY KIND) TORTILLAS (FLOUR/CORN) DAIRY (ANY FORM) GRAIN (ANY FORM) SOY LEMUMES (ANY BEANS, ANYTHING IN A POD) GLUTEN ITEMS PEANUTS ARTIFICIAL SWEETENERS* ZANTHIUM GYM XYLITOL SHAKEOLOGY ALL DRESSINGS BUTTER* VEGETABLE OIL SUNFLOWER OIL SODA CANDY ALCOHOL COFFEE* NON-PURE PROTEIN POWDER*	-FRUIT * see approved fruits only for a list  -ALMOND MILK SWEETENED (CAN STILL HAVE UN SWEETENED ALMOND MILK)  -ANY ARTIFICIAL SWEETENER (THAT ISN'T HONEY, ORGANIC MAPLE SYRUP, OR STEVIA AS A LAST RESORT)  <u><b>NO LIST SIMPLIFIED:</b></u> <b>NO GRAIN</b> <b>NO SOY</b> <b>NO GLUTEN</b> <b>NO LEGUMES</b> <b>NO DAIRY</b> <b>NO PRESERVATIVES</b> <b>NO FAKE SUGAR-ONLY APPROVED FRUITS</b> <b>NO SWEETS</b>  <u><b>YES LIST:</b></u> <b>ORGANIC HONEY *LIMIT</b> <b>ORGANIC MAPLE SYRUP *LIMIT</b> <b>STEVIA *LIMIT</b> <b>COCONUT AMINOS (SOY SAUCE)</b> <b>ANY NUT (NO PEANUTS)</b> <b>NON DAIRY MILKS *UNSWEET</b> <b>GHEE BUTTER</b> <b>GHEE CHEESE</b> <b>GOAT CHEESE</b> <b>PARMESEAN CHEESE</b> <b>RED POTATO</b> <b>RAINBOW POTATO</b> <b>BEETS</b> <b>SWEET POTATO *LIMIT</b> <b>BUTTERNUT SQUASH *LIMIT</b> <b>OLIVE OIL</b> <b>COCONUT OIL</b> <b>AVOCADO OIL</b>

## The 5 Main Artificial Sweeteners

There are five major artificial sweeteners that have been approved and that are being consumed in the US (1). Let's call them The Big 5.

**Acesulfame-K:** This is roughly two hundred times sweeter than sugar. It contains zero calories because it is not metabolized by the body. It is often used in candies, desserts, and drinks. It is also used for baked goods because of how well it does under heat. Its aliases include acesulfame potassium and ace-k.

**Aspartame:** Other artificial sweeteners such as saccharin, sucralose, and cyclamate have also been used in diet sodas. Cyclamate was actually banned in the US in 1969 because of concerns that it caused too many health problems. This is the most commonly used artificial sweetener today. It is made of aspartic acid, phenylalanine, and methyl ester. You may know it as Equal, NutraSweet, or Sugar Twin.

- It is up to 200-400 times sweeter than sugar.
- An acceptable intake has been set at 50mg per kilogram of your body weight.
- It is broken down in the small intestine into the ingredients mentioned above. From there it may or may not enter the blood stream.
- Research on animals has shown that it is linked to cancer and brain damage.
- The FDA has listed 92 known side effects (2).
- It is recommended that pregnant women and children do not consume it.
- It contains four calories per gram.
- It is not very stable under heat and is not recommended for use in baking.

**Neotame:** Neotame is composed of the same things as aspartame but it's about 8,000 times sweeter.

**Saccharin:** Saccharin is the old man of this group, at nearly one hundred years old. It is now classified as a "special dietary" product and is primarily used in beverages. You may know it as Sweet'N Low. You can find it on most food labels as "sodium saccharin."

**Sucralose:** Sucralose is made from sucrose by replacing hydroxyl with chlorine atoms. It does extremely well under heat and is used often in baking.

It should be noted that research regarding artificial sweeteners is still in its infancy, so much of the data is not extremely strong. Researchers are going to need more time to get more conclusive results. However, we do know that most artificial sweeteners are not recommended for pregnant women and children. The way I see it is if it's not good for them, it's not good for me.

The FDA has also approved the plant-based natural sweeteners agave and stevia. However, the use of the word "natural" doesn't necessarily make anything 100% natural. Chemical sugar substitutes can be made from naturally occurring products and manufactured by adding chemicals to achieve the desired sweetness.

I'd now like to quickly address sugar alcohols. Sugar alcohols occur naturally in certain foods that we eat regularly, but they can also be manufactured. Despite the name, they do not contain any alcohol (ethanol). They are not typically used for their sweetness, but instead to add bulk, texture, and moistness, and to prevent browning when foods are heated.

Some common sugar alcohols include:

- Mannitol
- Sorbitol

- Xylitol
- Erythritol
- Malitol

10-50 grams per day may cause bloating, gas, or a laxative effect.

## STOP EATING SUGAR! PERIOD!

### Artificial Sweeteners and Appetite

For most of the population it seems that the main reason for consuming artificial sweeteners is to reduce calories and lose weight. If you Google “artificial sweeteners” and “appetite”, “hunger”, or “weight loss”, you’ll find a decent amount of research on the subject with mixed results.

Artificial sweeteners may stimulate overeating due to “sweetness satisfaction.” Your brain has the ability to distinguish between real sugar and the artificial stuff. Artificial sweeteners are typically 100-400 times sweeter than regular sugar, so the message they send to the brain is that a lot of sweetness is coming in. The problem, however, is that artificial sweeteners do not provide much satisfaction.

One major problem with artificial sweeteners is their relationship with the cephalic phase in our eating patterns. The cephalic phase is the anticipatory part of the digestive process. Our senses (sight, smell, etc.) actually stimulate the process of digestion. When your body is expecting quick energy from real sugar but it does not get it because you’re actually consuming artificial sweeteners, it may crave more as it seeks to meet those energy needs.

There are no calories or energy coming in from them and that is what your body and brain are waiting for. This may cause your body to crave more of it or more real sugar (that can provide the energy your body and brain are looking for).

Research from the University of San Diego had this to say about the difference between regular sugar and one artificial sweetener (Splenda) regarding sweetness satisfaction:

Only sucrose, but not sucralose, stimulation engages dopaminergic midbrain areas in relation to the behavioral pleasantness response. Thus, brain response distinguishes the caloric from the non-caloric sweetener, although the conscious mind could not. This could have important implications on how effective artificial sweeteners are in their ability to substitute sugar intake.

Essentially, they’re saying that your brain can tell the difference between artificial sweeteners and the real stuff. I’m not going to argue against that, as it is a very valid claim, but, in my opinion, overeating due to artificial sweetener consumption is more often than not due to dietary displacement.

Dietary displacement is when you consume a diet beverage, a zero-calorie product, or a sugar-free item, and think you can eat more because of this. How often have you seen someone order a donut or two, chocolate chip cookies, or a couple slices of pizza, and then a Diet Coke? We under-estimate calories (thinking about the zero calories we took in) and end up eating more at some other point. Some research even suggests that artificial sweeteners may disrupt how the body counts calories.

What is being seen right now is that obese people tend to consume more artificial sweeteners than most people, but that artificial sweeteners do not lead directly to obesity themselves.

**HELPFUL RECIPE TIPS: GET CREATIVE AS POSSIBLE SO YOU FALL IN LOVE WITH THIS**

-REPLACE ALL FLOUR AND GRAIN RECIPES WITH ALMOND FLOUR AND COCONUT FLOUR

-USE NON PRESERVATIVE SPICES ONLY

-USE HEALTHY FATS AND OILS

**-GOOGLE "PALEO MEALS" AND "WHOLE 30 MEALS" AND "21 DAY NO SUGAR RECIPES"**

**-NUTS:** ALL NUTS BUT PEANUTS, THEY'RE A LEGUME

**-MEATS:** ALL MEATS EXCEPT A PROCESSED SAUSAGE MEAT, EAT LEAN MEATS

**-APPROVED FRUITS:** BANANA (½ BANANA IS A SERVING, SUPER HIGH IN SUGAR SO LIMIT), ANY BERRY (NO STRAWBERRIES) \*all other fruit is banned

**-MINERALS:** PLEASE INCREASE YOUR MINERAL WATER INTAKE OR DRINK FILTERED WATER WITH PINK HIMALAYAN SALT SPRINKLED INSIDE. ALSO, "NUUN" IS A FANTASTIC SUPPLEMENT.

**-COMPLEX CARBS:** STICK TO POTATOES, JUST NOT WHITE POTATOES AND LIMIT SWEET POTATOES FOR ITS HIGH SUGAR.

**-VEGGIES:** THE GREENER THE BETTER, EAT THE RAINBOW! (NO SOY NO EDEMAME)

**-CHIPS:** PORK RINDS WITH NO PRESERVATIVES ARE FANTASTIC! HOME MADE CHIPS OF ANY APPROVED ITEM IS ALSO FANTASTIC.

**-BAKING:** REPLACE ALL FLOUR AND CORN WITH ALMOND AND COCONUT FLOUR, USE ALT SWEETENERS, AND USE ONLY COCONUT OIL OR AVOCADO OIL. THIS INCLUDES FOR FRIED FOODS.