**High-Sugar Drinks (and other sugary food) Makes You Fat (and Other Food and Diet Industry Secrets)**

Lies by the food industry combined with bad government policy based on food industry lobbying are the major cause of our obesity and diabetes epidemic.

More than 35 percent of Americans are obese, and almost 70 percent are overweight due to money in politics.

**What the Food and Diet Industry Doesn't Want You to Know**

*Diet Soda and Diet Drinks Make You Fat and Cause Type 2 Diabetes*

If losing weight were all about the calories, then consuming diet drinks would seem like a good idea.

Is that a good thing? In fact, it may be worse than having us all drink regular Coke (and the other food giants making diet drinks also push the same propaganda).

A new 14-year study of 66,118 women (supported by many other previous studies) published in the [*American Journal of Clinical Nutrition*](http://ajcn.nutrition.org/content/early/2013/01/30/ajcn.112.050997), discovered some frightening facts that should make us all swear off diet drinks and products.

* Diet sodas raised the risk of diabetes more than sugar-sweetened sodas!
* Women who drank one 12-ounce diet soda had a 33 percent increased risk of Type 2 diabetes, and women who drank one 20-ounce soda had a 66 percent increased risk.
* Women who drank diet sodas drank twice as much as those who drank sugar-sweetened sodas because artificial sweeteners are more addictive and are hundreds to thousands of times sweeter than regular sugar.
* The average diet soda drinker consumes three diet drinks a day.

Diet drinks may be even worse than regular sugar-sweetened sodas! How does that happen?

* Artificial sweeteners are hundreds to thousands of times sweeter than regular sugar, activating our genetically programmed preference for sweet taste more than any other substance.
* They trick your metabolism into thinking sugar is on its way. This causes your body to pump out insulin, the fat storage hormone, which lays down more belly fat.
* It also confuses and slows your metabolism down, so you burn fewer calories every day.
* It makes you hungrier and crave even more sugar and starchy carbs like bread and pasta.
* In animal studies, the rats that consumed artificial sweeteners ate more, their metabolism slowed, and they put on 14 percent more body fat in just two weeks -- even eating fewer calories.
* In population studies, there was a 200 percent increased risk of obesity in diet soda drinkers.

*Bottom line*: There is no free ride. Diet drinks are not good substitutes for sugar-sweetened drinks. They increase cravings, weight gain, and Type 2 diabetes. And they are addictive.

*Eating Fat Does Not Make You Fat*

This low-fat idea was based on bad science. Our government told us in the 1970s to go on a low-fat diet and to eat 8-11 servings of rice, bread, and pasta a day. And unfortunately, we listened. This was the beginning of our obesity and diabetes epidemic. The food industry happily created a flood of fat-free foods.

But the science has proven that eating fat doesn't make you fat -- sugar does. And it is sugar, not fat, that raises your cholesterol despite what people and most doctors still believe.

We did a 10-day sugar-free detox with our online community, and 600 people lost more than 4,000 pounds in 10 days!

**So why does eating fat free make you fat and diabetic?**

In a recent [Harvard study](http://www.ncbi.nlm.nih.gov/pubmed/22735432), Dr. David Ludwig found that in two groups eating exactly the same calories, the group that had the low-fat diet (which means higher in sugars and starches) burned 300 calories less per day. Their metabolism was slower than the group eating the higher fat and higher protein diet.

*Being Overweight Is Not Your Fault*

The food industry would have us believe that controlling our weight is about personal responsibility. Tell that to a 200-pound 5-year-old with diabetes and liver failure. Our taste buds have been hijacked by the food and diet industry. We are programmed to like sweet, salt, and fat tastes. And those slick combinations of sugar, fat and salt in junk and processed food have hijacked our taste buds, our brain chemistry, and our metabolism. These foods are biologically addictive. We are held hostage by the food industry and we blame ourselves.

One animal study found that sugar is more addictive than cocaine. When rats were given the choice between mainline cocaine right into their veins or sweetened water (in fact, they used an artificial sweetener), they found that sugar was eight times more addictive than cocaine. Even the rats already addicted to cocaine switched over to diet drinks!

*Bottom Line*: By eating real food -- chicken, fish, veggies, fruit, nuts, seeds, beans, and a few whole grains will reset your taste buds and your brain chemistry automatically.

**Exercise Your Way to Weight Loss**

Sugar-sweetened drinks make up about 15 percent of our calorie intake every day. But you must walk 4.5 miles to burn off one 20-ounce soda, which contains 15 teaspoons of sugar.

You have to run four miles a day for one week to burn off one supersize meal. If you have one supersize meal everyday you would have to run a marathon every day!

You can't exercise your way out of bad diet -- except if you run a marathon every day.

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