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Cravings and Sugar Unsweetened

Cravings and Sugar Unsweetened



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1

Cravings and Sugar Unsweetened

Session Description: Are cravings undermining your workouts? Learn strategies that nip cravings in the bud. See why sugar is so addictive, and how it affects your body from head to toe. Learn the differences between various types of sweeteners. Discover ways of reducing sugar without sacrificing the taste and enjoyment of food.

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2

Food Cravings

- Intense desire to eat a certain type of food
- People often blame food cravings for not staying on a diet
- Over 90% of population experiences food cravings
- Women seem to have more than men
 - Prior to their period, women appear to have increased cravings for sweet-tasting, savory and chocolate foods
- Exposure to food cues can increase cravings, binge eating, and weight

13

Types of Food Craving



- Different types of cravings
 1. Cue-induced craving: When exposed to a food you want to eat it. Heart rate changes, changes in your stomach and salivation
 2. General cravings with or without cues

14

Cephalic phase responses (CPRs) to food cues

- CPR's occur with exposure to food:
 - help with digesting, absorbing and utilizing nutrients
 - salivation, temperature, and heart rate rise
 - Activity of sweat glands increase during exposure
- Gastric secretion: digestive juices start flowing with the anticipation of food
- Can be experienced as craving
- Alternating between restricted eating and overeating will lead to more CPRs (cephalic phase responses) upon exposure to food

15

Sugar and Non-nutritive Sweeteners and Cephalic phase Insulin Response

- Cephalic phase insulin Response (CPIR) to when sucrose and Acesulfame Potassium (an artificial sugar) are in your mouth
- Research suggests drinking beverages sweetened with aspartame-, monk fruit, stevia and potentially other non-nutritive sweeteners may lead to higher glucose and insulin levels after the following meal

16

Food Craving and Out of Control Eating

- Research has found that increased food cravings are associated with higher BMI, binge eating, eating disorders, and lack of control over eating.
 - Ridged food control (not allowing yourself to eat certain foods or not eating a variety of food) can result in food cravings which results in less dieting success. A more flexible way of eating is associated with lower BMI and lower loss of control.
- Those that experience more food cravings may be more likely to participate in disinhibited eating, and perceive that they are less successful with dieting which result in weight gain.

17

12 Tips to Reduce Cravings

1. Reduce, limit, or avoid added sugar
2. Keep tempting foods away, and move away from tempting foods
3. Eat mindfully
4. Reduce stress
5. Aim for 7-9 hours of sleep
6. Eat a balanced healthy diet. Be sure to eat enough protein

18

- 7. Discover healthier alternatives to foods you crave
- 8. Plan your meals, snacks, and indulgences ahead of time
- 9. Eat when you are hungry. Don't wait until ravenous to eat, plan or shop
- 10. Don't go too long without eating...eat roughly every 3-4 hours
- 11. Drink water. Sometimes when hungry, we may really just be thirsty
- 12. Use cognitive reappraisal strategies: Ex. Think about what affect the food might have in the short or long term, or imagine something is wrong with the food.

19

Sugar History

- ~10K years ago in New Guinea, sugar discovered in a tall stalky grass (sugar cane)
- 500 BC, India discovers how to obtain natural cane juice from the stalks to make sugar



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Sweet History

- Sugar spreads in Middle East, then Europe
- Considered a luxury and used for medicinal purposes
- 1400's, Christopher Columbus brought sugar cane to Caribbean
- Mid-1700's, German scientist discovers you can make sugar with sugar beets



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Names of sweeteners that appear in labels:

- Brown rice syrup
 - Brown sugar
 - Confectioner's sugar
 - Cane sugar
 - Corn sweetener
 - Corn syrup
 - Dextrin
 - Dextrose
 - Evaporated cane juice
 - Fructose
 - Fruit juice concentrates
 - Glucose
 - High fructose corn syrup
 - Honey
 - Invert sugar
 - Lactose
 - Maltose
 - Malt syrup or sugar
 - Maple syrup
 - Molasses
 - Nectars
 - Raw sugar
 - Rice syrup
 - Sucanat
 - Sucrose
 - Sugar
 - Turbinado sugar
- * Note that 4-5 grams of sugar equals a teaspoon

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Other Types of Sugar/Sweeteners

- Monk fruit
- Coconut Sugar
- Confectioners
- Light and Dark
- Turbinado or raw sugar
- Demerara- raw sugar originating from guyana
- Muscovado- Barbados sugar
- Date Sugar
- Stevia

23

Old vs. New food label

Nutrition Facts

Serving Size 2/3 cup (55g)
Servings Per Container About 8

Amount Per Serving		Calories from Fat 72	
		% Daily Value*	
Calories 230			
Total Fat 8g			12%
Saturated Fat 1g			5%
Trans Fat 0g			
Cholesterol 0mg			0%
Sodium 160mg			7%
Total Carbohydrate 37g			12%
Dietary Fiber 4g			16%
Sugars 1g			
Protein 3g			
Vitamin A			10%
Vitamin C			8%
Calcium			20%
Iron			45%
*Percent Daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs.			
	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	350mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate	Less than	35g	37g
Dietary Fiber	Less than	5g	5g

Nutrition Facts

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Trans Fat 0g			
Cholesterol 0mg			0%
Sodium 160mg			7%
Total Carbohydrate 37g			13%
Dietary Fiber 4g			14%
Total Sugars 12g			
Includes 10g Added Sugars			20%
Protein 3g			
Vitamin D 2mcg			10%
Calcium 260mg			20%
Iron 8mg			45%
Potassium 235mg			6%
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories is the diet used for percent daily values.			

24

Sugar and Addiction



- Sugar activates the same regions of the brain that are activated when a person consumes drugs such as cocaine
- Heavy users of sugar develop tolerance (needing more and more to feel the same effect), which is a symptom of substance dependence

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Sugar and Depression

- Countries with a higher sugar intake appear to have a higher rate of depression.
 - 2002 study, published in Depression and Anxiety

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Sugar, Depression, Blood Sugar

- Sugar can affect mood and may play a role in depression
- Sugar from refined foods rapidly enters the bloodstream causing a rise in blood sugar and insulin release from the pancreas which pushes sugar into the cells and blood sugar drops often to lower level than before the snack
 - When insulin levels high, people are hungriest - crave more sweets causing a vicious cycle

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Diabetes

- Sugary drinks are linked to type 2 diabetes
- American Diabetes Association: Limit intake of sugar-sweetened beverages to help prevent diabetes
- Consuming sugary foods can cause weight gain which can lead to diabetes

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More Sugar, More Diabetes

- More sugar available on the market in 175 countries, the higher the country's diabetes rate

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Nurses Health Study

- Those consuming at least one sugar-sweetened beverage (SSB) per day had an 83 percent higher risk of being diagnosed with type 2 diabetes than those who consumed less than one SSB per month.
- 5 words to prevent diabetes:
Stay Lean and Stay Active
 - Walter Willett, Harvard School of Public Health

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Sugar and Weight

- "It's almost impossible to eat 17 teaspoons of sugar, but it's very easy to drink a 20-ounce soda with 17 teaspoons of sugar."
 - Walter Willett, a professor of nutrition at the Harvard School of Public Health

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Triglycerides and HDL

- Added sugar whether in food or beverages is associated with
 - higher triglyceride levels.
 - lower HDL ("Healthy" Cholesterol) levels
- Consumption of sugar-sweetened beverages associated with high blood pressure

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High Fructose Corn Syrup

- Consuming fructose, a component of added sugars and high fructose corn syrup, leads to decreased production of leptin in the body
- Leptin signals the brain that we are full after eating
- Increased consumption of fructose in processed foods and sodas, can lead to weight gain because there is less leptin produced to signal to the body a feeling of fullness
 - 2005 study in the American Journal of Clinical Nutrition

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SUGAR TOO MUCH OF A SWEET THING

The American Heart Association recommends that women consume no more than 6 teaspoons and men no more than 9 teaspoons of added sugars per day. Even one 20 oz. soda contains far more than that.

6 teaspoons added sugars for women per day

9 teaspoons added sugars for men per day

VS

15 teaspoons of sugars in a 20 oz. Coke

23 teaspoons Actual added sugars consumed by average American per day

Center for Science in the Public Interest

34

World Health Organization

A healthy diet contains:

- Less than 10% of total energy intake from free sugars
 - equivalent to 50 g (or around 12 level teaspoons) for a person of healthy body weight consuming approximately 2000 calories per day
- Ideally less than 5% of total energy intake for additional health benefits. (This equates to the 6 teaspoon recommendation given by the American Heart Association)
 - British researcher suggest 3% or lower to decrease cavities in teeth: this equals ~3.5 teaspoons or less per day

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Sugar Alcohols

- Often found in products labeled sugar-free
- Carbohydrates that are hard to digest
- 1-3 calories per gram compared with 4 calories per gram for other carbs
- Many of the food products containing these types of sweeteners still have a significant amount of calories, and other unhealthy ingredients

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Sugar Alcohols

- Possible side effects: bloating and diarrhea when sugar alcohols are eaten in excessive amounts. There is also some evidence that sugar alcohols can cause a "laxative effect."

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Sugar Alcohols

- Food products labeled "sugar-free," including hard candies, cookies, chewing gums, soft drinks, some energy bars, and throat lozenges often contain sugar alcohols. They are frequently used in toothpaste and mouthwash too.

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Sugar Alcohols

- Sorbitol
- Erythritol
- Mannitol
- Isomalt
- Xylitol
- Hydrogenated Starch hydrolysates
- Maltitol
- glycerol
- Maltitol Syrup
- Lactitol

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Artificial Sweeteners

- Some animal studies have suggested a link to cancer.
- 2012 study found those who drank diet soda every day were 44 percent more likely than non-drinkers to suffer a heart attack or stroke.
- 2017 study found association between diet soda and stroke and dementia
- 2016 Italian study found dose related response to sucralose which caused malignant tumors in mice.
 - Sucralose is in Splenda

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Artificial Sugars

- Acesulfame Potassium (or Acesulfame-K)
- Aspartame
- Equal
- Neotame
- Saccharin
- Sweet and Low
- Sucralose (Splenda)

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Low-Sugar Superfood : Nuts and Nut butters

- Source of healthy fat and protein
- Cardio-protective effects
- Help with blood sugar control
- Natural, dry roasted, unsalted



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Combating Sugar Issues!

- Admit sugar may be a problem for you may be a good step for some
- Build a support network to help you eat healthier
- Track your food and/or added sugar teaspoons
- Eat fruit to satisfy cravings
- Cut sugar in recipes by half
- Use cinnamon in foods like oatmeal and baked products to add a natural sweetness
- If you really want something sweet, don't deprive yourself
- Consider therapy if you feel you have a "problem" with food
- Reward yourself without food
- Plan special indulgences

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Stress

- Stress hormone cortisol from the adrenal gland triggers NPY production which increases cravings for carbs
 - Decrease stress through:
 - Exercise
 - Relaxation exercises: yoga, acupuncture, massage
 - Music
 - Taking the time to do the things you enjoy
 - Laughter
 - Meditation



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Sleep

- Aim for 7-9 hours of sleep
- Sleep deprivation increases hunger hormone and decreases satiety hormone and increases cravings for sweet and carb-rich foods

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45

No or Low-Added Sugar Snack Ideas

- Veggie sticks/leaves and hummus or guacamole or part-skim ricotta/lower-fat cottage cheese (Veggie Sticks: celery, carrots, cucumber, jicama, daikon (Japanese radish) peppers, broccoli, fennel, etc.)
- Edamame beans (soybeans) (Seapoint Farms)
- Greek or Regular Nonfat/Lower fat plain yogurt with nutbutter or nuts/seeds
- Broth based veggie and bean soups
- Kale chips (see recipe at www.joybauer.com)
- Reduced fat cheese sticks
- Hard-boiled eggs or egg whites
- Scrambled egg whites with spinach
- Peanut butter or almond butter with celery sticks
- Nuts and seeds
- Uncle Sam's cereal with skim milk and small apple
- Fruit, alone or with nuts or nut butter
- Brown rice cake with reduced fat cheese or nutbutter and fruit slices
- Roasted Soybeans or Chick Pea Snacks
- Oatmeal with peanut butter, optional add-ons: plain Greek yogurt, cut-up fruit, pumpkin pie spice

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Sweet Take-away

- Completely avoiding sugar may be counterproductive and lead to overindulgences. However, reducing sugar intake is one of the best things you can do for your health



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47

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48