

7 Things You Need to Know About “health” Foods

By Joe Carabase, *America’s Fitness Coach For Busy People*

1. Any “health food” that is heavily promoted whether on TV or on the label, stay away from e.g making claims of fortified with fiber, omega 3’s, high protein. About 2/3 of all food advertisements (including alcohol) market processed foods.

When is the last time you saw an advertisement for broccoli?

Probably never and here’s why:

- a. Lower profit margin due to higher costs.
- b. Due to its nutrient benefits, you can only eat so much. Food companies want you eating more so they can sell more. Processed foods mostly have minimal substance and are made with sweeteners that keep you craving more.
- c. Everyone knows it’s healthy.

Food companies will only promote what sells and what has a high profit margin. Highly processed foods are cheaper to produce and last longer.

2. Avoid foods a third grader can’t pronounce.
3. Be aware of trends and hold caution: e.g organic, low sodium, gluten fat or sugar free. In the 1970’s, the *low fat campaign* was created to reduce the amount of fat people ate. Well, forty years later the average person is 18.5 lbs heavier.

- Gluten free often translates to high sugar and/or fat
 - Low fat often translates to high sugar and/or sodium
 - Low sugar often translates to high fat and/or sodium
 - Low Sodium often translates to high fat and/or sugar
4. If something comes in a package that is promoted as healthy, that tastes really good, has greater than 5 ingredients and is not a piece of fruit, there's a good chance you are being deceived.
 5. Did Grandma eat this when she was a kid? Our society has gradually become fatter over the past 40 years due to the creative evil of food scientists. Be aware of new types of food.
 6. The food scientists chemistry set is designed to extend shelf life make old food look fresher and more appetizing and get us to eat more. Jury is still out on whether or not additives are dangerous, but humans have not been eating them for too long...our bodies do not know how to process them.
 7. Most people eat the wrong foods! Do the opposite of what the majority of people are doing. Earl Nightingale wrote in his age less book *The Strangest Secret* that only 3% of people are successful because the rest of the 97% conform e.g purchase heavily marketed foods, follow trendy diets etc,.

#eatclean

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