Yuri Elkaim

BIG FAT FOOD LIES

7 Nutrition Lies That Are Keeping You SICK, FAT & FRUSTRATED

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It makes me sick to my stomach!!!

You've been lied to.

I've been lied to.

We've ALL been misled.

And I'm just as frustrated as you are.

Finally, in this brand new report, I'm going to start putting an end to all the madness by giving you answers to 7 big nutrition lies that continue to circulate like a dog chasing its own tail.

These nutrition lies have kept millions of frustrated health seekers (maybe even you) in the dark.

It's no wonder that more than 2/3 of the Western world is fatter and sicker than ever before, in spite of the all the money that is being spent on health care.

So, if you're fed up with all the conflicting advice, confusion, and information overload from the "diet industry" and governing bodies gone mad, then you can take a deep breath and, at last, **get some concrete answers** to your pressing nutrition concerns and questions.

But who am I to be sharing this information with you?

Why should you believe anything in this report over what another health-related website or expert might be telling you?

Well, I'm not here to disprove any particular "expert" or website, but instead give you an unbiased and easy-to-understand account of the truth – based on the latest scientific research and over 13 years of personal experience helping more than 50,000 people just like yourself to better health and nutrition.

My journey started at 17 after losing all of my hair (in the span of 6 weeks) to an autoimmune condition called Alopecia. Neither I, nor my doctors knew what caused this to occur.

Seeing one doctor after the next, the only "viable" solution (apparently) was for them to inject cortisone right into my scalp.

Hmmm…let me think about that one….

NEVER IN A MILLION YEARS!

It wasn't until 7 years later that I uncovered the true reason behind my condition.

Like you, I was fed up with all the differing opinions about what is and isn't healthy to eat. I was sick and tired of all the radical weight loss diets that took no consideration for their impact on our health.

But more than anything, I wanted answers to help me heal my body.

For that, I went back to school to pursue studies in advanced holistic nutrition.

And this was after having graduated with a degree in Kinesiology and Health Sciences from one of the top 20 schools in the world and **still feeling absolutely lost when it came to nutrition!**

I demanded answers. And I wasn't getting them from the conventional "diet experts".

Amazingly, the answers I was seeking literally fell onto my lap within a few days of beginning my studies in holistic nutrition.

I was learning things I had never even heard of before and my eyes were opened wider than a toddler's in a candy store.

I was hooked. I was pumped. And within just a few weeks of applying what I discovered about how food affects my body and health, I had re-grown ALL of my hair, felt more energetic than ever, and was enjoying the best health of my life.

That ONE year of holistic nutrition education changed my life. And **I'm here to do the same for you** – albeit without the crazy tuition or long hours in the classroom.

Since that time, I've been on a mission to share my nutrition and health discoveries with as many people as possible.

As a side note, my ultimate goal is to touch the lives of more than 10 million by 2018 – helping them to greater health and vitality.

Just by writing that, I'm now accountable to YOU to make this happen.

Anyways, where was I?

Oh yeah…helping you end your diet/health frustrations and showing you how master your diet and health once and for all.

So let's jump right in and get started…

Nutrition Lie #1 - Eating Fat Makes You Fat

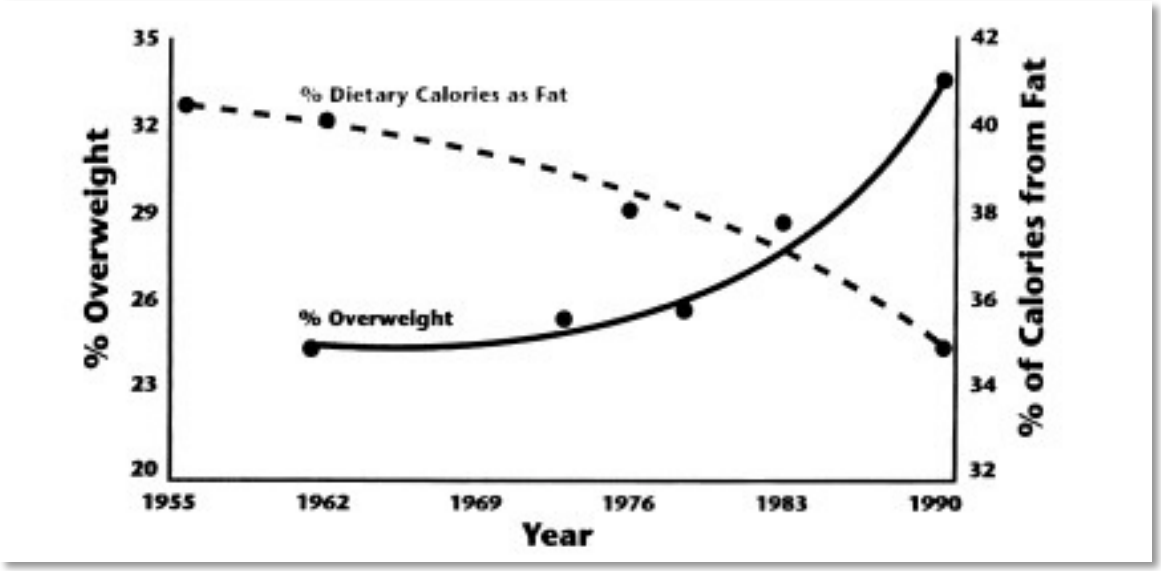
This has got to be one of the most pervasive nutrition myths of our time.

Since the 1980s, when the whole "low-fat" and "diet" craze began, we've seen our population get fatter and sicker. What gives?

If eating fat is supposed to make us fat, then eating less of it should be a good thing – at least for our waistlines - right?

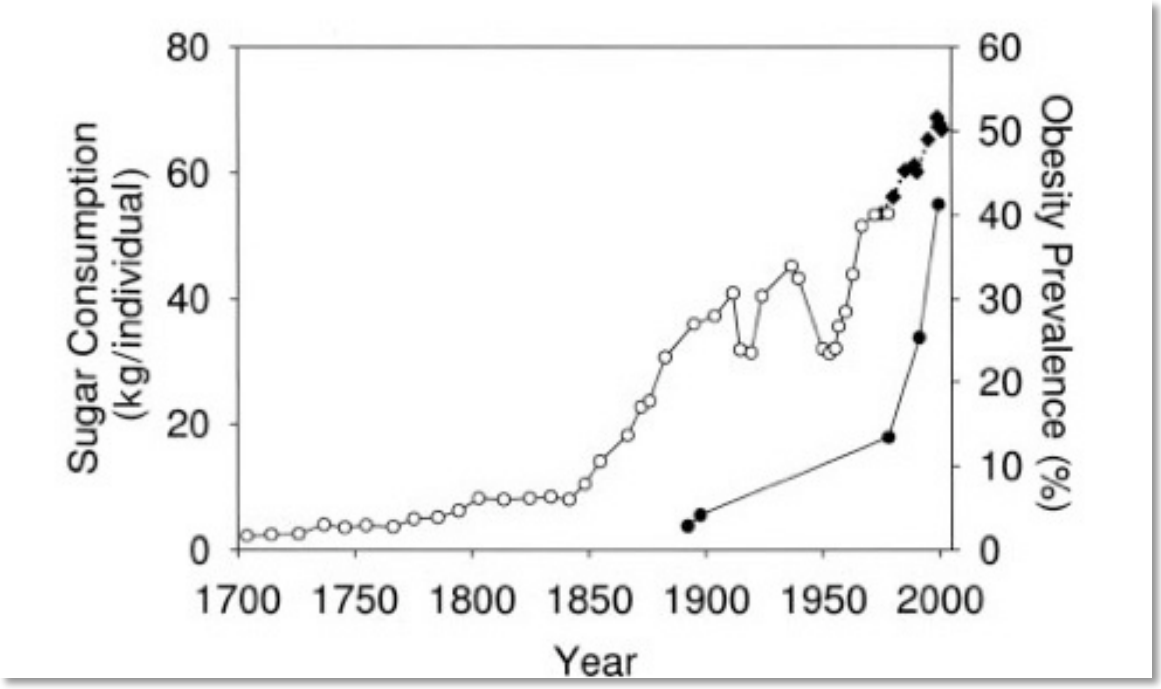
Sounds ok in theory but the problem is that this entire "low-fat" movement hit the ground running based on ONE suspicious study (which I discuss in more detail in Nutrition Lie #6).

The TRUTH of the matter is that eating fat isn't the problem, as is shown by the following graph…



The REAL culprit to why our waistlines have continued to expand is because of the **alarming increase in consumption of sugar, high fructose corn syrup, and refined carbohydrates** over the last 50 years.

The following graph shows this quite clearly.



But why are sugar, high-fructose corn syrup, and refined carbs making us fatter than dietary fat itself?

There are a few reasons, but the one I'll discuss right now is the fact that **fat DOES NOT stimulate the release of insulin**.

In fact, a rise in blood sugar (from sugar and carbohydrates ingestion) is what causes insulin to be released. Insulin is produced in and secreted from your pancreas when the level of sugar in your blood rises.

Its role is to "escort" excess sugar (glucose) out of the blood and into your muscle, liver, and fat cells for storage. Otherwise, too much sugar in the blood would cause severe damage to your arteries and capillaries, leading to conditions like retinopathy, neuropathy, and heightened free radical damage.

Hold on a minute…

That's exactly what happens to those with advanced Type 2 Diabetes, since their bodies no longer respond to insulin. As a result, they have dangerously elevated levels of blood sugar.

From a weight management perspective, **chronically elevated levels of insulin are not good.**

Look at it this way…

The more insulin you have roaming around in your blood, the more sugar you're eventually going to store as fat.

And the only way insulin levels rise is when there is an increase in sugar/carbohydrate intake.

Thus, the more sugar you eat, the more fat your body will end up storing.

Obviously, there are better carbohydrates just as there are healthier fats. The key is to understand which carbohydrates are good for you, while minimizing/avoiding the rest.

To help you out, **here's a brief list of carbohydrates you definitely want to avoid**:

- Baked goods/pastries/candy
- White bread
- Bagels
- Soda pop
- Table sugar

But let's not forget that "good" carbohydrates are essential for life-long health. It has actually been shown that the countries that consume the MOST *healthy* carbohydrates (up to 80% of their diet) such as Japan, have the longest life span with the least disease.

So what are these "good, healthy" carbohydrates?

Well, it's not rocket science. Here's a brief list:

- Root vegetables (ie. Sweet potatoes, beets, turnips, etc…)
- All other vegetables
- Fruit
- Legumes
- Non-glutenous grains (ie. Quinoa, millet, amaranth, buckwheat)

So without going into all the science or physiology just yet, suffice it to say that FAT is not the enemy. Unhealthy fats are terrible for your health and good fats are essential but neither one will make you fat.

Rather, it's the rise in sugar consumption that is to blame (more later).

Nutrition Lie #2 - You Need Lots of Protein (to build muscle)

As hard as we try, we can never escape the flood of protein-related advertizing and conflicting information.

For some reason, protein has been heralded as the "hot body nutrient" in fitness magazines.

And over the past few decades, the belief that "more is better" has somehow diffused into our collective consciousness.

Unfortunately, the notion that we need to consume tons of protein has been propagated, almost exclusively, by supplement companies.

After all, if we need MORE protein, then we'd need to consume more of THEIR protein powders, right?

The funny thing is that we actually don't need as much protein as is commonly believed. Even if your goal is to build muscle!

In fact, the World Health Organization has stated that **95% of the world's population can do just fine with as little as 5% protein intake.**

To put that into perspective…

If your daily consists of 2500 calories, 5% protein intake would equate to 125 calories or just 31 grams of protein per day.

Now, if you're an active individual (strength training or exercising intensely 2-5 times per week), your protein needs will obviously be higher.

But how much higher?

The good news is that it's not as high as you think. In fact, it's probably much lower than you might think.

After researching this topic extensively and interviewing some of the leading experts in this field, here's the bottom line…

We only need 70-120 grams of protein per day!

Any more than that has little effect on your ability to build muscle.

And chronically high intakes (above that level) can have undesirable health consequences (ie. acidosis, high uric acid levels, gout, etc…).

To give you some perspective here…

Let's take the happy medium of 100 grams of protein per day.

Since 1 gram of protein yields 4 calories, 100 grams would provide 400 calories.

On a 2500 calorie/day diet, that's just 16% protein intake – which falls right in line with what most nutrition organizations recommend.

So how do you build muscle if excess protein isn't the answer?

You strength train.

What you do in the gym is far more important than how much protein you eat/drink before, during, or after your workouts.

And in case you're wondering, the research conclusively tells us that over a 12-week period, the **average person engaging in regular strength training can ONLY add 2-7 lbs of muscle – regardless of their protein intake**.

Ok, so maybe you don't want to build muscle….

Maybe you want eat more protein because you've been told that carbs are bad for you and that the key to easy weight loss is to eat fewer of them while eating more protein.

And yes, that can be true. Bad carbs (as we've seen) are terrible for your waistline and overall health.

But too much protein can be just as bad.

Unfortunately, you won't hear this from the close-minded "experts" claiming that we need lots of protein – from animal sources - (upwards of 40% of our daily intake) in order to stay lean and healthy.

It's no wonder millions of people seeking quick weight loss have turned to high-protein, low-carb diets over the past 30 years. Yes, they work…in the short term but…

Do you know what they are doing to your body over the long run?

Most people don't know that one of the by-products of protein metabolism is **uric acid,** a dangerous compound that increases the risk of cardiovascular disease, acidosis-related health conditions, and painful joint problems like gout.

I'm not here to bash protein, but I do want you to realize that TOO MUCH of it, especially when not counter-balanced by lots of alkalizing veggies, can have damaging effects on your body.

So sure, HIGH protein diets might help you drop some weight quickly, but the question you need to ask yourself is…

"Is this a healthy way of eating and can I continue eating like this for good?"

If the answer is NO, then you need to reconsider what you're doing.

So…do you need lots of protein?

Nope.

Yes, it is an essential component of our diet but, as with anything we ingest, too much can be literally be deadly.

In pharmacology, it's taught that the compound itself is NOT what's lethal, but rather its dose.

Too much of anything isn't healthy.

In Nutrition Lie #4, we'll have a look at some specific protein foods and discover which ones are healthier than others.

Nutrition Lie #3 - Organic is Healthier

Did you know that there are over 77,000 known synthetic chemicals that have been manufactured since the 1940's?

They are lurking in the food we eat, the water we drink, and the air we breathe. These toxins enter our bodies through our skin, lungs, eyes, and mouth.

So it's no wonder that our bodies have become increasingly toxic and prone to disease. **We have reached our toxic threshold**.

The allure of organic foods is that they are supposed to be free of pesticides and chemicals and for this reason they are very important. And yes, you should consume more of them simply because you wouldn't be ingesting as many chemicals.

But there's another common misconception about organics…

Are organic foods really healthier than conventionally raised foods? Do they contain greater amounts of vital nutrients?

Interestingly, many studies show that there's little (if any) difference.

In one study (the first of its kind), looking at retention of minerals and trace elements, published in the *Journal of the Science of Food and Agriculture*, animals were fed a diet consisting of crops grown using three different cultivation methods in two seasons.

The study looked at the crops of common foods such as carrots, kale, mature peas, apples and potatoes.

The first cultivation method consisted of growing the vegetables on soil, which had a low input of nutrients using animal manure and no pesticides.

The second method involved applying a low input of nutrients using animal manure, combined with use of pesticides, as much as allowed by regulation.

Finally, the third method comprised a combination of a high input of nutrients through mineral fertilizers and pesticides as legally allowed (conventional growing method).

The crops were grown on the same or similar soil on adjacent fields at the same time and so experienced the same weather conditions. All were harvested and treated at the same time. In the case of the organically grown vegetables, all were grown on established organic soil.

After harvest, results showed that **there were no differences in the levels of major and trace nutrients in the fruit and vegetables grown using the three different methods!**

Produce from the organically and conventionally grown crops were then fed to animals over a two year period and intake and excretion of various minerals and trace elements were measured. Once again, the results showed there was no difference in retention of the elements regardless of how the crops were grown.[1]

In some studies, small differences have been shown.

For instance, a large review of some 400 previous "organic vs. conventional food" papers concluded that organic crops appear to be higher in vitamin C, some essential minerals (calcium, magnesium, iron and chromium), and phytonutrients (lycopene in tomatoes, polyphenols in potatoes, flavonols in apples, and resveratrol in red wine).

Shedding Light on a Controversial Subject

There have been some dominant trends in the literature regarding the nutrient quality of natural organic foods. They are the following:

- Protein content is usually higher in conventional foods (due to higher nitrogen input from non-organic fertilizers), but the protein quality is greater in organically grown foods.

- Roughly 59% of studies have shown that **vitamin C (ascorbic acid) is higher in organically grown fruits and vegetables**. One of the speculated reasons is that under natural stressors, plants will produce more vitamin C as a defense mechanism. Pretty cool! Other vitamins show little difference between either growing method.

- Less than 20% of studies have shown that important minerals like calcium, magnesium, zinc, and iron are greater in conventionally grown foods. Instead, roughly 80% of studies have concluded that organically grown foods have equal or higher amounts of these essential minerals.

- Studies consistently show that the levels of defense-related "secondary metabolites" (or **phytonutrients) are also higher in organic foods**. As with vitamin C, these compounds develop out of the plant's need to defend itself from natural stressors.

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[1] Kristensen, M. et al (2008). Effect of plant cultivation methods on content of major and trace elements in foodstuffs and retention in rats. Journal of the Science of Food and Agriculture, Aug 5.

Importantly, for humans, these phytonutrients are the real disease-fighting compounds that are now helping us prevent cancer, heart disease, and many other degenerative diseases!

- An overwhelming majority of animal studies show that **animals prefer and thrive on organic foods.** Findings such as better health, less disease, healthier body weight, increased fertility, healthier off-spring, and lower deaths at birth are just some of the benefits of raising animals on organic foods.[2]

At the end of the day, the fact still remains that the nutrient quality differences between organic and non-organic foods are still quite small (except for the levels of phytonutrients in organics).

The USDA even says that at this time the evidence is unclear as to whether organic foods pack more nutrient punch. So whether or not organic foods are worth the price difference is up to you.

However…

If you have the choice and the means, ALWAYS choose organic – simply because ingesting toxins and chemicals is deadly.

Plus, it's the way we've farmed since the beginning of time (until recently). Funny, how we now have to pay more for a natural method of farming, isn't it??

[2] Heaton S (2001): Organic Farming, Food Quality and Human Health: A Review of the Evidence . Bristol: Soil Association.

Nutrition Lie #4 – Vegans and Vegetarians Can't Get Enough Protein

I've often said that you can get all the protein you need from plant sources.

And this is true…if you eat the RIGHT kinds of plant foods.

A lot of vegans and vegetarians that I've worked with don't necessarily eat healthy.

They might not eat animal products but their plant-based diet is based on refined carbs like pastas, breads, and cereals. That's not healthy…not by a long shot.

Since it's pretty conclusive that eating more plant-based foods is a surefire way to improve your health, is it *really* possible to get enough protein without eating animal products like meat, eggs, and dairy?

The answer is yes.

We learned earlier that we're looking to get about 0.8g protein/kg of bodyweight.

So let's use the example of me – who weighs 75kg (165 lbs). In my case, I would need an average of only 60 grams of protein per day.

That's slightly less than our 70-120 grams of protein per day range but close enough.

Let's see how this plays out in the real world with real plant foods.

But first, why don't we have a look at the BEST food sources of protein (according to the USDA National Nutrient Database for Standard Reference, Release 17[3]):

[3] USDA National Nutrient Database for Standard Reference, Release 17

Food	Protein (per 100g serving)
Spirulina (1 cup)	60g
Cheese	28-42g
Soybeans (edamame)	40g
Beef	34g
Pumpkin Seeds	33g
Lean Meats (chicken, lamb, pork)	30-33g
Yellowfin Tuna	30g
Lentils, raw	26g (9g, cooked)
Peanuts	24g
Egg (whole)	6g
Kale, cooked	2.5g
Parsley/Spinach, raw	3g
Alfalfa sprouts	4g
Banana (one)	1.3g
Apple	0.3g

As you can see, **spirulina** (which is a blue-green algae) is the HIGHEST source of protein of all foods on the planet at a whopping 60g/100g serving.

However, in order to get 60 grams of protein from spirulina you would have to eat about one entire cup of it – not realistic for most of us.

By comparison, 2-3 ounces of beef would give that same 60 grams of protein. Much more edible, wouldn't you agree?

Having a good understanding of this stuff is important because otherwise it's easy to get confused when people say that spirulina (or something else) is the best source of protein because it's roughly 60% protein.

Who cares.

In order get that 60% protein, you need to eat an unthinkable amount of green powder that tastes worse than expired seaweed.

Don't get me wrong, I love the stuff, but not in those quantities.

Here's another reality check for some of our fruitarian supporters…

At the bottom of the chart we see that an apple has 0.3 grams of protein. A banana, 1.3 grams of protein.

So, even if you ate 30 bananas a day (like some fruitarians do) you'd only be getting 39 grams of protein. And that is well below adequate.

What about green vegetables?

Yes, they are the most nutrient dense foods on the planet…

But are they good sources of protein…pound for pound?

Well, have a look at alfalfa sprouts, parsley, spinach, and kale on the chart.

They're all very low in protein.

Let's do a little comparison to hit home this important concept using the protein found in wheatgrass (an amazing super green), kale, and steak.

If you were to somehow drink ONE liter of wheat grass juice (use normally comes in 1 oz shots) you would still only get 28 grams of protein.

But again, how many of us are realistically drinking one liter of wheatgrass juice each day? If we were, we'd be living to 200 years of age…but we're NOT.

Moving on to kale – one of my favourite foods…

One kilogram of kale (that's a LOT of kale – maybe about 20 heads worth) ***yields only 27 grams of protein and 227 calories.***

Kale is less than 3% protein. It's packed with incredible nutrition but protein…not so much. Again, it's pretty unrealistic to eat 1 kg of kale per day.

Now let's bring out the big guns – steak, which is more protein and calorie (but not nutrient)-dense than green leafy vegetables.

Steak is roughly 27% protein, meaning that ONE kilogram of steak would provide a whopping 207 grams of protein along with more than 2,000 calories!

Again, no one's eating 1 kg of steak but the thing to remember is that eating small amounts of steak (and most animal flesh) will provide more protein than most vegetables.

But don't forget that we don't just eat foods for protein or for any specific nutrient in isolation. We need to view foods as WHOLE and understand the total nutritional value that they provide.

Eating pounds of steak will give you way more protein than you need while compromising your health by depositing loads of acidity into your body.

You need balance and that's why the following plant-based protein foods are among the BEST foods (overall) that you could eat on a daily basis for protein and total nutritional value.

Best Plant Sources of Protein

From the earlier chart, we can see that **lentils** are an amazing source of protein (and fiber and healthy carbs) providing up to 26 grams of protein per 100 g serving – a very realistic serving size.

Soybeans are the highest source of protein found in the plant kingdom (other than spirulina). But unless you can find organic, unprocessed soybeans you're better off avoiding them (see Nutrition Lie #7).

Another "under the radar" super protein food is **pumpkin seeds**. Per 100g serving they provide a tremendous 33 g of protein. They are also one of the highest sources of zinc – a highly deficient mineral in the western diet.

But that's not at all.

In the following chart, I want to point out 3 more amazing seeds that are packed not only with high amounts of protein (which can be realistic consumed) but also with incredible amounts of other omega-3 fats and other vital nutrients.

Hemp seeds, chia seeds, and flax seeds.

You can refer to the chart for the protein composition.

Walnuts are also a great source of protein at 14g/100g serving, as are almonds (not shown in table). However, since these nuts are also higher in fat and total calories, you'll want to consume them in moderation – about ½ handful per day is all you need.

For pure amusement, also notice the difference between milk and a white bagel.

It's funny that we've been led to believe that milk is an important source of protein, yet HALF a white bagel provides almost 3x more protein!

So why aren't bagels and bread considered "protein foods"?

I'm not saying that either of those foods is healthy to eat on a regular basis but I just wanted to point out some more fallacies in the overwhelming universe that is food and nutrition.

Food	Protein (per 100g serving)
Milk (1/2 cup)	3.5g
Cottage Cheese (1/2)	16g
White Bagel	10g
Couscous (1/2 cup)	4g
Rye bread (4 slices)	10g
Papaya (1/3)	0.7g
Coconut Meat	3g
Walnuts	14g
Quinoa	14g
Hemp Seeds	31g
Chia Seeds*	20g
Flax Seeds	18g

Real Life Example of Getting Enough Veggie Protein

For health reasons, I try to eat as vegan as possible. I do eat meat and eggs occasionally but a healthy plant-based diet is what works best for me. And I work out 4-6 times per week.

So I want to show an example from my very own diet to show you that you can easily get enough protein without relying on pounds of meat and cheese, or tubs of protein powder.

The following chart gives you **an example of typical "vegan" dinner that I make about once a week.**

Food	Protein	Calories
1 cup brown rice	15g	684
1/2 eggplant	1g	66
1 zucchini	1.2g	41
1 sweet potato	2.1g	115
1/2 avocado	1.5g	150
8 cherry tomatoes	2g	41
TOTAL	**22.8g**	**1,097 kcal**

From this dinner alone, I'm getting almost 23 grams of protein, not to mention all the incredible nutrients from all the veggies.

And adding things like walnuts, almonds, or even hemp seeds can increase that protein content.

Since I love working out in the morning, I usually make myself a post-workout smoothie to start my day.

Here's an example of one of my favourites...

Food	Protein	Calories
2 bananas	2.6g	210
1 cup blueberries	1.1g	83
2 tbsp almond butter	4.8g	203
1 tbsp chia seeds	2.2g	69
1 tbsp hemp seeds	4.5g	80
2-3 cups water	0	0
TOTAL	**15.2g**	**645 kcal**

Notice here that I'm getting a little over 15 grams of protein from this smoothie.

Just by adding up the protein content from my dinner and smoothie we're looking at 38 grams of protein. And that's without breakfast, lunch, or snacks.

So I hope you can see that you CAN get all the protein you need from plant-based sources.

The key is to know which ones pack the most "protein-punch" so you can enjoy them throughout the day to meet your needs.

And I'm not asking you to count calories. I don't believe that's healthy or sustainable. Instead, by understanding the nutritional values of the whole foods you're eating, you won't need to worry about the numbers.

By, first, learning, then applying a whole foods approach to eating, you'll be healthier and leaner than ever!

Don't be fooled by all the lies and misleading nonsense.

You now know the truth. And that's power!

Nutrition Lie #5 - All Food Sources of Omega-3s Are Created Equal

We all know that omega-3 fatty acids are important for our health. They reduce inflammation in the body, act as vital building blocks for our cell membranes, aid in energy production, and much more.

But here's an interesting question.

Are all omega-3 sources created equal? ***Do walnuts, fish, fish oil, and sea algae all provide the same "end product" in the human body?***

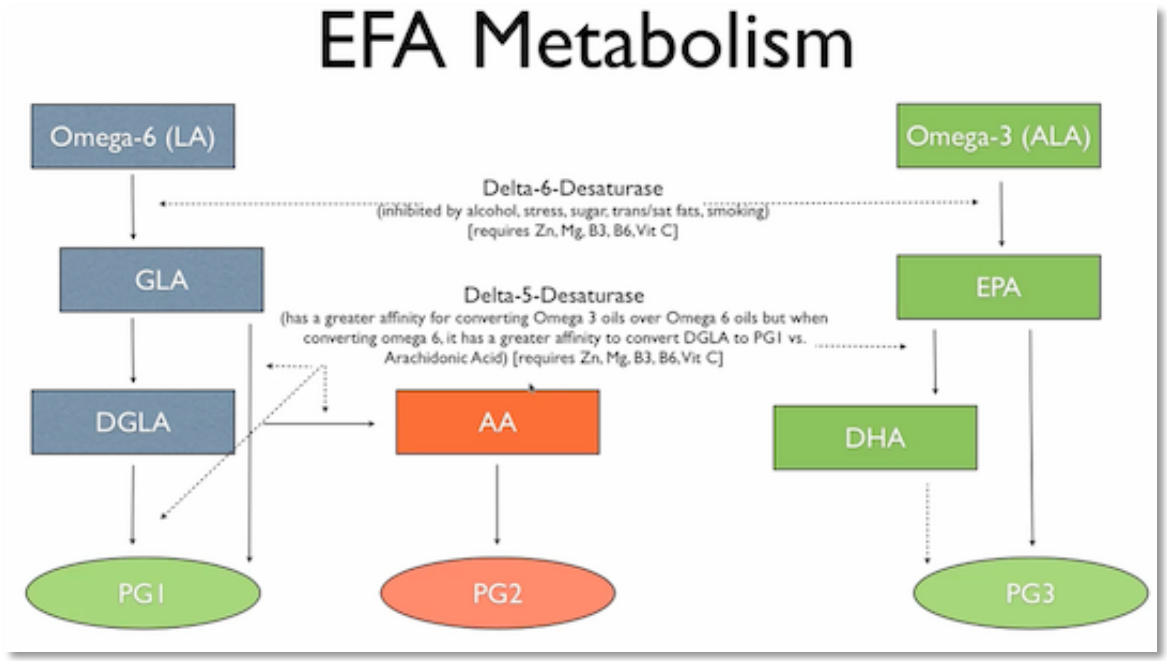
Can you get all the Omega-3s, EPA, and DHA you need through food?

Well, it depends. If you're eating fish, no problem at all.

Eating 2-3 small pieces of fish per week easily gives you the 1 gram of DHA and EPA, and about 3 grams of Omega-3 per day (the American Heart Association recommendation).

If vegan, maybe. I'll show you in a moment.

But first, here's something that's going to blow your mind…



Research has shown that the conversion of omega-3 (aka. alpha Linolenic acid), from plant-based sources, into its ultimate beneficial end product DHA is less than 1%!

Generally, we eat omega-3s so that our body can convert them to DHA and EPA. Yet, this happens to such a small extent that eating omega-3 rich food can be questionable.

For instance, few studies in adults show that bloodstream DHA concentrations increase following several weeks of increased dietary Omega-3 supply.

Most studies show no improvement.

Why is the human body not able to efficiently convert Omega-3s into DHA?

Well, the biggest reason other than the health of your liver is the amount of "bad" saturated fat and omega-6 fats in your diet. Also, the total ratio of polyunsaturated fats to saturated fats is important to consider. All of these impact the ability of your body to convert omega-3s into DHA and EPA.

Just imagine how much Omega-3 you would have to consume to *maybe* get your ONE gram of DHA and EPA each day!?

In general, supplementing with Omega-3 contributes very little to your DHA levels when added to a diet that already contains Omega-3 and HIGH amounts of Omega-6s.

The reason for this is that **Omega-6s and Omega-3s compete for the same enzyme, delta-6-desaturase** *(see graph on previous page).*

If there's a lot of Omega-6 in the diet, you're going to have a very tough time converting Omega-3 to DHA – it's literally being bullied out by Omega-6.

So if you want more EPA and DHA, you're going to have to supplement with *preformed* EPA and DHA.

And the BEST source of preformed EPA and DHA is **cold-water fish** – and the smaller, the better.

If you want more EPA and DHA (and we all should because of their vital roles in preserving the health of our brain, retinas, and cell membranes) you need to go right to the source.

Plant-based Omega-3s (like hempseed or flaxseed oil) are just not going to cut it.

Not only do Omega-6 and Omega-3 compete for the same enzyme, they also compete with one another at the cellular membrane, which is not a good thing.

EPA and DHA status can be improved by increasing their intake or by decreasing your intake of Omega-6 (aka. Linoleic acid).

Ideally, a combination of both is best.

Where do Omega-6 fatty acids come from?

Mainly from the oils of sunflower, safflower, and sesame. The problem is that these oils are often the ones most present in processed foods. And since our intake of processed food has greatly increased, so too has our consumption of Omega-6 fats.

The best source of *direct* EPA and DHA

It should be no surprise that cold-water fish and krill are the best source. But then there's the issue of contamination. So it's a bit of catch-22.

What I recommend is to supplement with a high quality fish oil (I use one from Nutra Sea) that has been molecularly distilled to remove any contaminants.

For instance, a good fish oil (like the one I just mentioned) can provide you with about 1500 mg of omega-3 in the form of DHA and EPA per TEASPOON!

That's powerful stuff.

What if you're strictly vegan don't even supplement with fish oil – what should you do?

First, remember this…

You don't just need omega-3s…

You need EPA and DHA since 30% of retina and brain tissue are composed of those two molecules (among other reasons).

We do not get EPA or DHA from flax oil.

What this means to you is the following:

Plant-based Omega-3s, which do not contain EPA and DHA, have little to no impact on EPA and DHA levels in your body.

Thus, if you don't eat fish or don't supplement with fish oil, your ONLY other viable option is algae oil – since most micro-algae have decent levels of EPA and DHA.

Whichever you choose, the important thing to remember from all of this is that not all food sources of omega-3 fatty acids are created equal.

For maximum effectiveness, you need to go right to the source of EPA and DHA – cold-water fish/krill (oil) and/or micro-algae (oil).

Nutrition Lie #6 - Heart Disease is Caused by a High Fat Diet and Cholesterol

Ah…and now we come to perhaps one of the biggest myths and debates of our time…

The age-old belief that fat and cholesterol cause heart disease.

How did this come about and why has it stuck like glue in the minds of hundreds of millions of people?

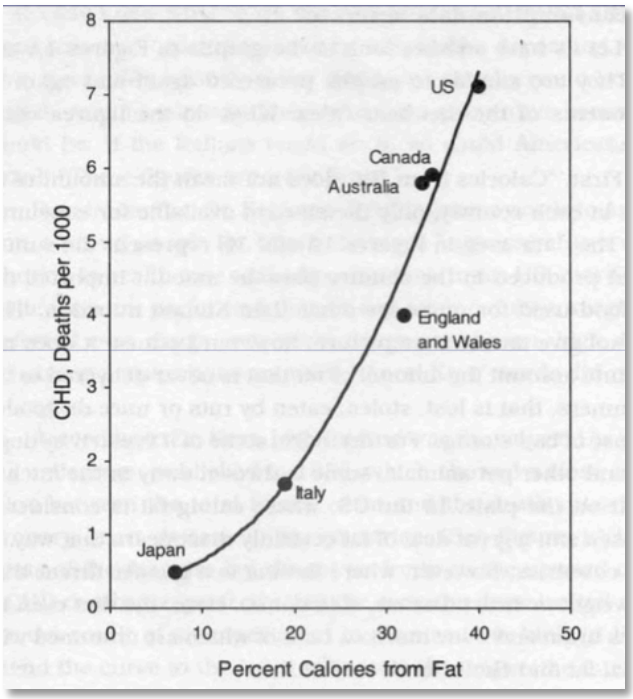
Well it really started in 1955 after the heart attack President Dwight D. Eisenhower.

In a desperate frenzy, doctors, scientists, media, and just about everyone with an opinion speculated as to what was to blame for the President's health scare.

But it was scientist **Ancel Keys** – a physiologist at the University of Minnesota - that forever instilled the fear of fat in our minds.

Keys' theory, known as *The Lipid Hypothesis*, contended that there was a clear link between saturated fat consumption, cholesterol, and heart disease.

He postulated that the consumption of saturated fat increased blood cholesterol, which clogged arteries, thus choking the heart off from its supply of blood and oxygen.



It made so much sense to Keys that he backed up his hypothesis with his **Six Countries Study**, in which he presented his research demonstrating the clear link he was looking for.

Ironically, he collected data from 22 countriese…not just 6.

And looking at this graph from his research it would be pretty easy to *assume* that more fat = more heart disease.

But many authors and researchers have since shown that Keys' research was **heavily flawed**.

For instance, Gary Taubes in his book *Good Calories, Bad Calories*, wrote:

"*When all twenty-two were included in the analysis, the apparent link between fat and heart disease vanished. Keys had noted associations between heart disease death rates and fat intake...but they were just that*."

Associations do not imply causation.

Accordingly, Keys' data also showed associations between the following:

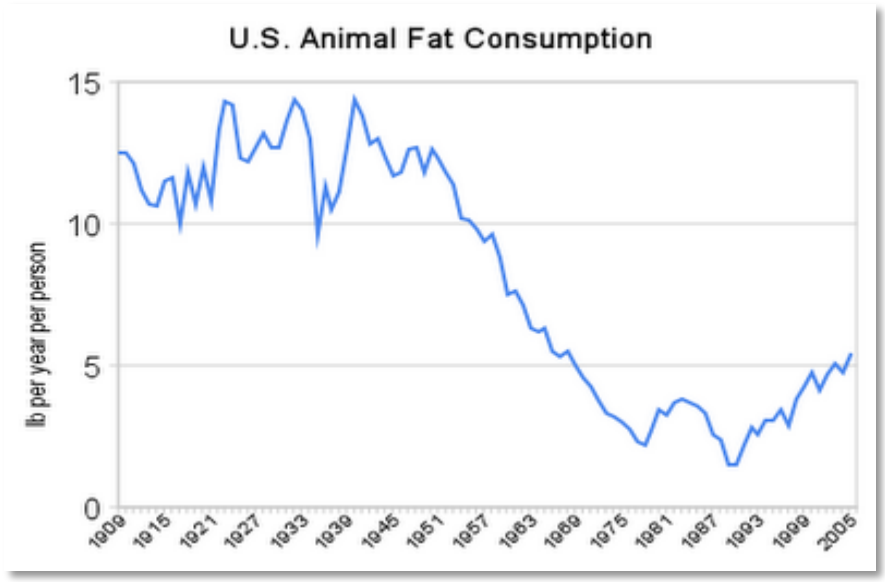
- Heart disease and sugar consumption
- Heart disease and owning a TV
- Heart disease and owning a car

So we might as well start watching "TV lite" and "renting" a car.

Doesn't make much sense does it?

Not only did Keys cherry pick his own research, he also overlooked the previous 2.2 million years of human history, a period when saturated fat did not cause heart disease.

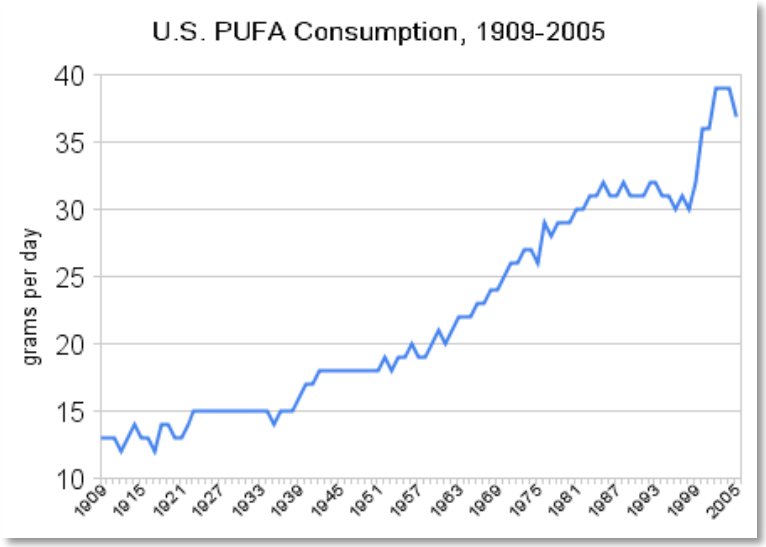
Keys even ignored the dietary trends of the 20th century during which CHD was on the rise despite the fact that the consumption of butter, lard, whole milk, and overall animal fat consumption were declining.



So if fat wasn't/isn't the CAUSE of heart disease, what was (is)?

As with any disease, there can be many factors but 3 BIG "foods" have been overwhelming influential in the rise of heart disease over the last 80 years.

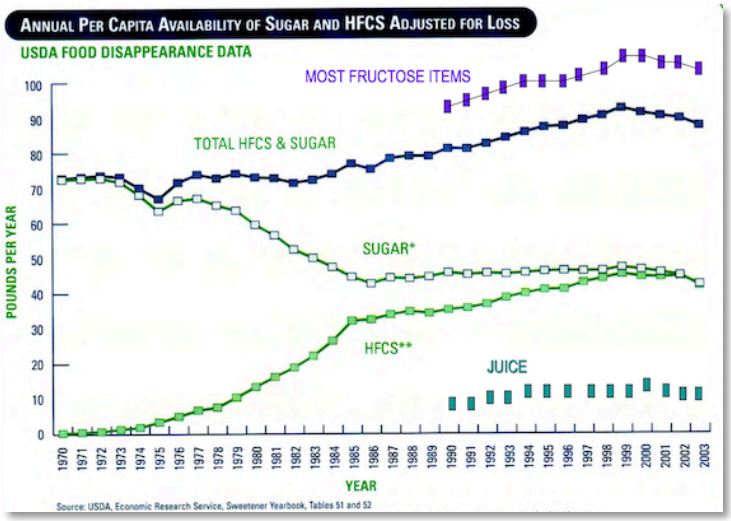
Culprit #1 – Increased intake of highly processed "heart-healthy" vegetable oils *(PUFAs or polyunsaturated fatty acids)*



Culprit #2 – The introduction of trans fats

No graph even required for this one. It's pretty obvious that trans fats NEVER existed until we started producing!

Culprit #3 – Increased sugar intake (all forms)



So over the past 80 years, we've seen the following take place…

Heart disease goes up…

Saturated fat consumption goes down…

Vegetable oil, trans fats, and sugar consumption reach unprecedented levels…

Yet we're still blaming FAT for the heart disease. That's not very logical is it?

And everyone, including the media, has been drinking the Keys' kool-aid since his flawed research was conducted. It even got to the point where Keys himself was featured on the cover of Time magazine as the man who cracked the heart disease code.

The truth of the matter is saturated fat consumption has very little to do with heart disease.

And the link between blood cholesterol and coronary heart disease is highly debatable with 50% of all heart attack victims having "normal" cholesterol scores (below 200).

Even President Eisenhower had a cholesterol level of only 165 when he suffered his famous heart attack.

According to Taubes in *Good Calories, Bad Calories*, Eisenhower had become so obsessed with his diet and cholesterol level that he shunned butter, lard, and cream, replacing them with corn oil and other "healthier" alternatives.

Not surprisingly, on his final day in office, the president's cholesterol was 259.

In 1997, Keys himself was quoted as saying *"There's no connection whatsoever between cholesterol in food and cholesterol in blood. And we have known that all along."*

And, in the 25-year follow-up article on Keys' Seven Countries study (the predecessor of the flawed Six Countries Study), which was published in the *European Journal of Epidemiology*, the word "fat" does not appear one time!

But how do sugar, vegetables oils, and trans fats CAUSE heart disease?

That's a lengthy topic that goes beyond the scope of this report, but rest assured that you will uncover these answers (and then some) in Super Nutrition Academy.

Nutrition Lie #7 – Soy is a Good Health Food

It's true.

Soy is one of the highest plant sources of protein but that's about all it's got going for it, especially in its unfermented form.

Because soy is such a high source of protein (at 35% of the raw bean), it has made the global factory farming of livestock for cheap meat a possibility.

It is now an everyday staple agricultural feeds for intensive chicken, beef, dairy, pig and fish farming. And soy increases the protein content of processed meat products.

In the last 50 years**, soy has become the food industry's "go-to" filler for any and all food products.**

It isn't only used for meat production but due to its 18% concentration of omega-6 fatty acids, it has also been heavily used in the processing of snack foods.

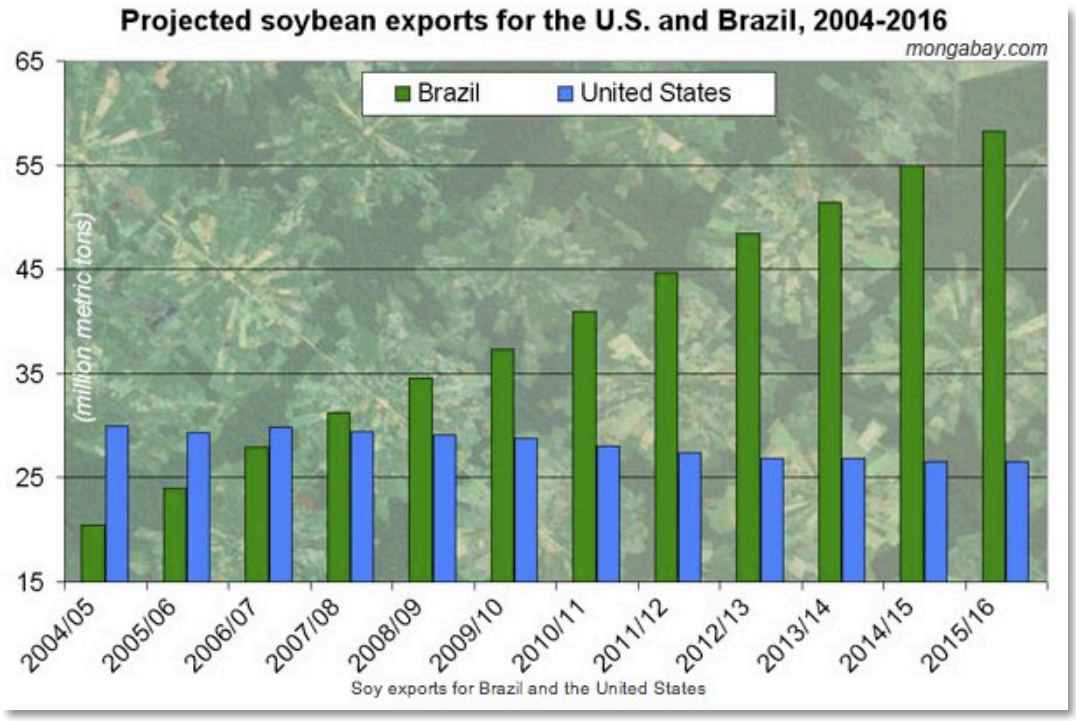
According to records held by the Chicago Board of Trade, in 1965 global soybean production was just 30m tons. By 2005, the world was consuming nine times that a year, at 270m tons.

Likewise, world soy oil production, meanwhile, has increased sevenfold over the same period, from 5m tons to 34m tons a year.

And to feed the growing demand for soy in food, new agricultural frontiers continue to be opened up in Brazil, where massive areas of virgin rainforest have been illegally felled to make room for the crop.

In fact, research has shown that since 1990, soy production, exports, and the related **destruction of the Amazon rainforest in Brazil has increased 14.1% per year**, and with no end in sight.

The graph below illustrates this point:



The financial allure of the all-mighty soybean has caught the eye of, and is now dominated by, an oligopoly of American trading companies. Three of them - Bunge, ADM and Cargill - control 80% of the soy and animal feed markets. Coincidence? I think not!

These companies are severely corrupt and have probably done more damage to our food supply than anything or anybody else!

Just one more reason to stay away from packaged and processed foods!

Now you might be saying…

"Ok, that's nice but why is all this soy unhealthy for me?"

Well that's a great question. I'm happy you asked.

Let's start with **how soy can affect our young ones**…

Many toxicologists believe that babies fed exclusively on soy formula could receive the estrogenic equivalent, based on body weight, of five birth control pills a day!

Can you imagine that?!

Feeding our children (and ourselves) regular processed soy is like injecting high doses of estrogen directly into the body. The effects can be catastrophic!

Many food companies, however, argue that soy infant formulas have been widely used without problems, claiming that most of the research has been done on animals.

Well, if birds and other animals are getting sick and dying early as a result of soy feeding, then that certainly raises some flags for me!

How about you?

Here's a scary statistic...

30-40% of all infants in the US are raised on soy formula!!! I certainly hope that with better education (from reports like these, doctors, nurses, etc...) that number can dramatically be reduced.

Moving on...

It has been known since the early 1980s that plant estrogens, or phytoestrogens, could produce biological effects in humans.

The most common of these were a group of compounds in soy protein called isoflavones.

Because of their intriguing early effects, food manufacturers began marketing soy foods (and their isoflavones) as an antidote to menopausal hot flashes and osteoporosis, and as a protective ingredient against cardiovascular disease and hormone-related cancers.

As with the nonsense propagated by the milk industry, large quantities of mainly industry-sponsored scientific research have been produced to back up these "beneficial" soy claims.

According to the *Guardian*, the American soy industry spends about $80m every year (thanks to a mandatory levy on producers) to research and promote the consumption of soy around the world.

Where Did All The Health Claims Associated With Soy Originate?

Well, the hypothesis behind the health claims is that rates of heart disease and certain cancers such as breast and prostate cancer are lower in East Asian populations, which conveniently have soy-rich diets, than in western countries.

Obviously, this correlation was good enough for interested parties to start making "cause and effect" associations between soy's phytoestrogens and good health.

Again, another example of implied causation.

But here's the reality…

East Asian countries tend to eat moderate amounts of soy in its healthier fermented state (ie. miso, tempeh, etc…). You don't see them eating soy burgers and "tofurky" – at least not yet!

By contrast, Americans and most westerners (especially those who follow a vegan diet) are eating massive quantities of heavily fabricated soy "products" (not food).

Mass exposure to isoflavones in the west has only occurred in the past 30 years due to the widespread incorporation of soy protein into processed foods, a fact noted by the Royal Society in its expert report on Endocrine Disrupting Chemicals in 2000.

Not surprisingly, when the independent experts on the scientific committee on toxicity searched through all the scientific data, they concluded that soy milk should NOT be recommended for infants even when they had cow's milk allergies, except on medical advice, because of the high levels of estrogenic isoflavones it contains.

Another interesting thing to note is that HOW soy is processed affects its levels of phytoestrogens.

Traditional fermentation reduces the levels of isoflavones two- to threefold (a good thing), whereas modern factory processes do not.

In addition, modern American strains of soy have significantly higher levels of isoflavones than Japanese or Chinese ones because they have been bred to be more resistant to pests – thank you seed conglomerates (Cargill, Monsanto, etc…).

What the research says about soy's supposed health benefits…

Instead of quoting study upon study, I'll make your life easier by presenting a synopsis of findings in the current literature.

On breast cancer, most experts agree that despite the suggested benefits of phytoestrogens in lowering risk of developing breast cancer, there is also evidence that they may stimulate the progression of the disease.

This could be due to the fact that since estrogen promotes cell division/growth it is also a stimulating factor in the spread of many types of cancer.

Does soy help with menopausal symptoms?

Well, the **evidence is inconclusive**. However, I still don't recommend menopausal women (let alone anyone else) consume processed soy. I think we've seen why.

What about soy in men and prostate cancer?

Again, here **the evidence on prostate cancer has been mixed**.

However, professor Richard Sharpe, head of the Medical Research Council's human reproductive sciences unit at Edinburgh University, has spent years studying phytoestrogens in food and its relation to male fertility.

Recently, he completed studies on the effects of soy milk on young male monkeys which showed that it interferes with testosterone levels. Researchers are also speculating that the high levels of phytoestrogens and xenoestrogens (fake estrogens from plastics, pills, and other sources) in our food and water supply are negatively affecting testosterone levels in men while increasing the estrogen load, especially in women.

Essentially, the BIG problem with soy boils down to the fact that it is a very powerful source of phytoestrogens, which elevate the estrogen levels in your body, wreaking havoc on normal hormonal balance.

This is a big problem nowadays as we are seeing more and more people develop "estrogen dominance" related problems like endometriosis, ovarian cysts, accelerated cell division/growth, and general weight gain - just to name a few.

And for those finding it tough to lose that extra little tummy bulge, it could very well be an estrogen issue related to excess soy intake. This is obviously a wild guess on my end but if you are currently consuming a lot of soy, then you are hurting your ability to lose belly (and overall) fat.

The bigger issue with soy is that **it is now in more than 60% of all processed foods available in the western world.**

It is in breakfast cereals, cereal bars and biscuits, cheeses, cakes, dairy desserts, gravies, noodles, pastries, soups, sausage casings, sauces and sandwich spreads.

You name it – soy is probably in it. Unless of course we're talking about fresh produce.

So Why Is This A Concern?

In order to understand this properly, you first need to realize that ANY food we consume too frequently OR which sits in our digestive tract for too long can trigger eventual intolerances within the body.

That's the big reason why soy has quickly climbed the ranks of the most allergenic foods. It's now right up there with wheat, dairy, corn, and peanuts. These are also foods to which we are overly exposed.

Does that make sense?

The other serious issue with soy is that it suppresses thyroid function. Its "goitrogenic" properties reduce impair thyroid function (by competing for thyroid hormone receptors).

And since the thyroid is the control gland for your metabolism, I'm sure you can see why having lower thyroid function will severely impair your ability to lose weight and keep it off, especially as you age.

Wow. That was a pretty crazy whirlwind look at the numerous detrimental effects of soy. I hope you now see why it's a traditional "health" food that I NEVER want you to eat again in any considerable amount!

------- END -------

End Note

I hope by now you've seen that, when it comes to food and nutrition, you've been lied to and misled for most of your life.

Isn't it time to end the insanity?

Aren't you tired of feeling frustrated with all the conflicting opinions and information overload?

If you are and if you're ready to finally have concrete answers (based on science) to help you make sense of it all, end your frustration, and be in total control of your health, then you're going to love what I've got coming your way over the next few days.

Stay tuned because you're finally going to be able to master your health and all aspects of your diet.

And it's easier than you think.

To your success!

Your friend and coach,

Yuri Elkaim, BPHE, CK, RHN

About Yuri Elkaim, BPHE, CK, RHN

Coined a "rogue" nutritionist and inspiring fitness expert, Yuri has helped more than 50,000 people worldwide lose weight, get in great shape, eat healthier, and have a much better understanding of their health.

He's a Registered Holistic Nutritionist, Certified Kinesiologist, a High Honours graduate in Physical Education and Health, and a former professional soccer player.

He is the owner of Total Wellness Consulting, the author of Eating for Energy and the Total Wellness Cleanse, and the creator of the revolutionary iPod workouts Fitter U and Treadmill Trainer.

For the past 7 years, Yuri's also acted as the head strength & conditioning and nutrition coach for the men's soccer program at the University of Toronto.

Yuri and his programs been featured across the nation's media including Breakfast Television, Perfect Fit, A-Channel Morning, CTV news, e-Talk Daily, Global News. He's also a frequent contributor to numerous magazines including Maximum Fitness, VIVA, Impact magazine, Wish, and Fitness Business Canada - just to name a few.