# Peppersmith THE SUGAR AND SWEETENERS GUIDE

EXCESS SUGAR AND ARTIFICIAL SWEETENERS? WE DON'T NEED THEM AND NEITHER DO YOU.

# SUGAR IS....



#### **OVER EATEN**

We often eat more sugar than our body needs to function. This means that a large proportion of it is stored as fat in the liver and kept for a rainy day when food is scarce. The World Health Organisation's max daily guideline is 12 tsps of sugar, with a recommended daily consumption of just 6 tsps a day. (To give this some context, there are about 9 teaspoons in the average can of fizzy drink).

### **ADDICTIVE**

Sugar is addictive. Especially added sugars. Multiple studies have even shown that it triggers the same reward mechanism in our brains as when we drink alcohol. Our hormones also have difficulty registering when sugar is consumed, meaning our brain cannot recognise when we are hungry or full, so it lets us eat more and more of it

## HARMFUL TO OUR HEALTH



Sugar is harmful in a lot of ways. It is bad for teeth as it feeds the bacteria that causes plaque and tooth decay. It can also lead to Type 2 diabetes, heart disease and many more chronic illnesses. We're not medical experts but there's a lot of research and science pointing to excess consumption of sugar being unhealthy.

# **HIDDEN SUGARS...**

**OUR BODY CAN'T TELL THE DIFFERENCE BETWEEN TYPES OF SUGAR, SO IT'S** IMPORTANT WE CAN SPOT SUGAR WHEN IT MIGHT BE HIDDEN ON LABELS.



# SUGAR REPLACEMENTS



**NATURALLY DERIVED, TASTE GREAT, ACTIVELY HEALTHY. DON'T CAUSE** REACTIONS.

# THE MIDDLE



**NATURALLY DERIVED, TASTE IS COMPROMISED. CAN CAUSE DIGESTIVE ISSUES.** 

# **THE WORST**



MADE IN A LAB. CAN CAUSE BAD **REACTIONS. STEER CLEAR OF** THESE FOLKS.