



Life-Enhancing Hypnosis:

Empowering people to achieve optimal mental, physical and emotional well-being.

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BYE BYE SWEETS

It's time to get serious, tough and committed to eliminating sweets – for good! Growing numbers of articles attest to the toxicity of sugar to our bodies, but little is being done to curtail its presence. We technically have the choice to add sugar to our food and drinks – or not. But the hidden sugars in processed, prepared and packaged foods we buy in stores are there whether we want them or not. So it pays to read labels. But even then, as with the choice to add sugar to foods ourselves, we are influenced by experiences, messages and perceptions from earlier in our lives that took hold by repetition in our subconscious minds and became habits. Those habits are on automatic-pilot and reinforce our sweet tooth desires, even if our conscious minds try to steer us in healthier directions.

Several times each year, I give a “Banish Your Sugar Demons” class in three area adult education programs. I am always reminded of the powerful grip sugar can have on our bodies and psyches and appalled by the internal devastation it can cause. More information and results of research studies warning of the danger of sugar consumption appear regularly. An April 1, 2012 segment of *60 Minutes* devoted twenty minutes to “The Dangers of Excessive Sugar”. Reports from respected researchers suggested that sugar, in its many forms, is toxic to humans. It can lead to obesity, type 2 diabetes, high blood pressure, heart disease and cancer. A sobering video confirming those connections can be viewed at this URL [1].

You might do a kinesiology experiment with a partner or friend to demonstrate the way sugar weakens muscles. With your elbow against your side (to produce stability and eliminate strain) hold your dominant arm straight out in front of you and make a fist. Have your partner /friend push down on your hand while you resist. Then place a packet or teaspoon of sugar in that same hand and close the fingers. Repeat the above resistance test.

We've come a long way since 1915, when we ingested fructose primarily from fruits and consumed around 15 to 20 pounds of sugar, per person, annually, most of it in the form of table

sugar. [2] As manufacturers began adding it to processed foods, especially after World War II, we started getting hooked. Sugar stimulates our appetites and makes us want to eat more. It creates a high, then drops us lower than we were before. As it is metabolized in our bodies it depletes vital vitamins and minerals. And once the sugar habit has taken hold, its grip continues to tighten. Our national sugar consumption continued to increase exponentially until mid-1970, when food manufacturers began to switch from sucrose (table sugar) to corn syrup as their sweetener of choice. It shouldn't come as any surprise that the reason was to save money. Dr. Joseph Mercola wrote: "Sugar costs about three times as much as high fructose corn syrup, which is 20 percent sweeter than table sugar. We now know, without a doubt, that it's the excessive fructose content in the modern diet that is taking such a devastating toll on people's health. Excessive fructose consumption leads to insulin resistance, which appears to be the root of many, if not most chronic diseases. So far, scientific studies have linked fructose to 78 diseases and health problems." [3] "Today, the average person consumes his/her weight in sugar, plus over 20 pounds of corn syrup each year". [4]

Rumblings are beginning to be heard about why the FDA doesn't regulate the use of sugar in processed foods. It's criminal the way food manufacturers can bombard us with sugar (and salt) and high fructose corn syrup without being held accountable. Perhaps the groundswell of convincing research about sugar's poisonous effect on our minds and bodies will tip the balance and help initiate regulations. The commercial use of sugar and high fructose corn syrup could be viewed as "a right" within a free enterprise society. But at what cost? Are we all merely collateral damage?

Much too long to adequately explain here, the cover article of *Mother Jones*, December, 2012, "Sweet Little Lies, the 40-Year Campaign To Cover Up Evidence That **SUGAR KILLS**", will shatter any trust or faith you might have had in the "sugar industry". Lobbying, back room politicking, misleading research and the buying of influential public figures sounds like something out of a horror movie. One of the most horrifying happenings was the buying of Dr. Frederick Stare, founder and chairman of the department of nutrition at the Harvard School of Public Health. "The International Sugar Research Foundation credited the sugar industry with funding 30 papers in Dr. Stare's department from 1952 to 1956 alone. In 1960, Dr. Stare's department broke ground on a new \$5 million building funded largely by private donations, including a \$1 million gift from General Foods, makers of Kool-Aid and Tang. By the early 1970s, Stare ranked among the sugar industry's reliable advocates, testifying in congress about the wholesomeness of sugar even as his department kept raking in funding from sugar producers and food and beverage giants such as Carnation, Coca-Cola, Gerber, Kellogg, and Oscar Mayer." [5]

In the *Health Now Wealth Forever* article titled: "The True Cause of Obesity, Heart Disease, and other Disease of Western Society – The Toxicity of Sugar", the author suggested: "The solution to our nationwide obesity epidemic is not the USDA recommended low-fat, high-carb diet. That diet actually makes all of these diseases worse. What needs to happen is a dramatic shift in our

diets. Our diets need more fat and protein, less sugar and carbohydrates. When we start to change our minds about sugar as a nation, we can start to turn our universal weight gain around. [6]

“A growing body of research suggests there’s a powerful connection between your diet and your risk of developing Alzheimer’s disease, via similar pathways that cause type 2 diabetes. According to some experts, including Dr. Ron Rosedale, Alzheimer’s and other brain disorders may in large part be caused by the constant burning of glucose for fuel by your brain. But contrary to popular belief, your brain does not require glucose, and actually functions better burning alternative fuels, especially ketones, which your body makes in response to digesting healthy fats. Neurologist Dr. David Perlmutter, MD, insists that being very strict in limiting your consumption of sugar and non-vegetable carbs is one of the most important steps you can take to prevent Alzheimer’s disease for this very reason”. [7]

The good news is that people with sugar habits have the potential to eliminate or modify them by using hypnosis. As it does with other habits/addictions, hypnosis provides effective methods and techniques to help people eliminate sugar from their diets and bodies, because it enables them to go to the source, where the habits reside, the subconscious mind. It is only there that the roots of habits can be permanently disconnected and replaced with positive programs that become new habits through repetition. Sweets eaters may be at the mercy of food manufacturers, but they have their own weapon that is more powerful than sugar.

Think about how you do with sugar at Halloween, Christmas, Valentine’s Day and other festive occasions, as well as on a regular basis. Don’t wait til it’s too late. Say Bye Bye to Sweets NOW!

[1] www.cbsnews.com/video/watch/?id=7403942n

[2] www.Macrobiotics.com.wk.sugar.htm

[3] www.articles.mercola.com/sites/articles/archive/.../excessive-fructose-causes-obesity-and-cancer.aspx, p.2

[4] www.Macrobiotics.com.we.sugar.htm

[5] *Sweet Little Lies*, Mother Jones, December, 2012, p. 39

[6] www.healthnowwealthforever.com/health/the-toxicity-ofsugar/June21,2010

[7] “How Sugar Harms Your Brain Health and Drives Alzheimer’s Epidemic” appearing in <http://articles.mercola.com/sites/articles/archive/2014/07/24/sugar-brain...>

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