

SWEET TREAT ADDICTION: *The Scourge of Sugar*

Part 2

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Nutritionists (unlike dieticians) have known, warned, and written about the addiction and affliction of sugar for over 5 decades. William Duffy was one of the first to do so in his classic book, "**Sugar Blues**," published in 1986, by Warner Books. Duffy was the nutritionist for Hollywood's Gloria Swanson. I (as Carla Cassata, NC and Nutrition Advisory Board Member) wrote about it in "Let's Live" magazine in 1988, in my article "**Sweets Are Not Treats.**" Award winning author and nutritionist of like mind, Ann Louise Gittleman, PhD, C.N.S., also wrote about it in her book "**Get The Sugar Out**" published in 1996 and revised in 2008, by Three Rivers Press, Crown Publishing Group, a division of Random House. Unfortunately, this knowledge has been largely ignored by main stream media and the medical profession, until recently. Now, as the obesity epidemic expands into a costly crisis, the scourge of sugar can no longer be denied, ignored, or covered up.

In her 1998 book "**Potatoes Not Prozac**", author Kathleen DesMaisons, PhD, outlined the concept of sugar addiction. She states that, "Sugar acts like a drug in your body. In fact, it affects the very same brain chemicals that morphine, heroin, and amphetamines do." www.radiantrecovery.com

In 2002, research at Princeton began showing the [neurochemical](#) effects of sugar, noting that sugar might serve as a [gateway drug](#) for other drugs.[4] The research group fed chow to the rats as well as a 25% sugar solution similar to the sugar concentration of [soft drinks](#). After one month the rats became "dependent" on the sugar solution, ate less chow and increased their intake of the sugary drink to 200%.[5]

The sugar industry asserts that similar effects have been reported for rats given solutions that tasted sweet, but contained no calories. However, some scientists say that caloric value may not be the issue. Researchers say that sugar and the taste of sweet is said to stimulate the brain by activating beta [endorphin receptor](#) sites, the same chemicals activated in the brain by the ingestion of [heroin](#) and morphine.[6]

In 2003, a report commissioned by two U.N. agencies at the [World Health Organization](#) and the [Food and Agriculture Organization](#) was compiled by a panel of 30 international experts. It recommended that sugar not account for more than 10% of a person's diet.[7] However, in their effort to promote sugar, the U.S. Sugar Association asserted that other evidence indicates that a quarter of our food and drink intake can safely consist of sugar. Just like the tobacco industry, they continue to deny the damage occurring from their addictive product(s) and persist in trying to convince everyone that sugar is safe. Yet, more and more independent scientific studies are revealing quite the opposite. To see the effects of sugar, simply observe the body and brain of a child or adult consuming 25% of their diet in sugar! It is not a healthy sight. Ten years on and governments have done nothing to address the cause of the obesity epidemic and soaring mental illness other than throwing more money to drug/medicate our children.

In, 2008 a study published in Neuroscience & Biobehavioral Reviews Vol. 32, Issue 1, by Nicole M. Avena, Pedro Rada, Bartley G. Hoebel, noted that sugar affects [opioids](#) and [dopamine](#) in the brain, and thus, might be expected to have addictive potential. It referenced [bingeing](#), withdrawal, [craving](#) and [cross-sensitisation](#), and gave each of them operational definitions in order to demonstrate behaviourally that sugar bingeing is a reinforcer. These behaviours were said to be related to neurochemical changes in the brain that also occur during addiction to drugs. [Neural adaptations](#) included changes in dopamine and opioid receptor binding, [enkephalin mRNA](#) expression and dopamine and [acetylcholine](#) release in the nucleus accumbens.[4] <http://www.sciencedirect.com/science/article/pii/S0149763407000589>

On average, Australians consume approximately 45 kg/99 lbs of sugar, every year. New

Zealanders consume about 50.37kg/110 lbs. of sugar a year, and Americans consume about 45.5 kg/ 100 lbs. a year. As any sweet lover knows, sugar is very addictive. Influenced dieticians and food manufacturers, who promote these so-called “fun” foods; better known as “junk” foods, claim that they provide energy. However, this temporary fix, as many studies have shown, soon leads to depleted adrenal and pancreas function, obesity, and sugar addiction. Children and teens on a poor diet are most affected by this damage. Sadly, teens affected by this condition become more susceptible to drug addiction, because drugs (including tobacco and caffeine) give them a desperately needed, temporary lift. Eventually, as more nutrients are depleted, the hypoglycaemic condition worsens. Eventually, serious drug addiction develops among these victims, which can lead to depression, mental illness, and even suicide or death from an over dose. To feed a child these highly sugared, addictive junk foods is nothing less than child abuse! Why are these addictive junk foods being served and sold in schools?

Food is defined as **a substance that nourishes and promotes growth; material eaten to sustain life.** Therefore, if a substance, such as refined sugar or other refined carbohydrates is void of any nutrients and fibre, it does not nourish the body, promote growth, or sustain life. Thus, it should NOT be classified as a food; but rather a drug.

On 8 June 2012, **Sixty Minutes** TV show in Australia aired a segment called “**Sweet Poison.**” Dr. Eric Stice, at the University of Oregon, reveals the addictive kick that sugar gives our brain. Allison Langdon discovered that this sweet poison, known as sugar, is as addictive as the hardest of illicit drugs. <http://sixtyminutes.ninemsn.com.au/>

ALLISON LANGDON: As I sip Coca-Cola from a specially wired tube, Dr Stice and his team measure changes in my brain activity. That’s really sweet. Incredibly, my pleasure-receptors respond in much the same way as if I’d taken illicit drugs.

ERIC: What this illustrates nicely is that it activates the same reward circuitry that is activated when people do drugs of abuse, so cocaine, or marijuana or something like that.

ALLISON LANGDON: So sugar has the same effect on my brain as cocaine and other illegal drugs?

ERIC: Yep.

ALLISON LANGDON: And Dr Stice has found sugar can be just as addictive. Once in the vicious cycle of eating too much of it, our brains become programmed to want more and more.

ERIC: The more you consume sugar, the less rewards you get from sugar, and the more you escalate your sugar intake.

ALLISON LANGDON: Does it sit comfortably with you saying sugar is worse than cocaine?

ERIC: In terms of morbidity and mortality, sugar kills way more people than any psychoactive drug.

ALLISON LANGDON: But for some, kicking the sugar habit can be as hard as conquering a serious drug addiction. Landmark research by neuropsychologist.

The Bitter Truth <http://www.youtube.com/watch?v=dBnniua6-oM>

1 hr. 29 min. 28 sec.

Juvenile delinquency is a common symptom among young people who consume a sugar junk food diet. Simply check the diet of any delinquent person, those on anti-psychotic medication, and those who went on a shooting rampage. A high sugar, junk food diet is the one thing they all had in common. Cut out the sugar and synthetic sweeteners and I believe a high percent of crime and mental illness could be prevented. Surprisingly, many of the so called mental health “experts” have yet to acknowledge or address this fact. Government ministers or representatives rarely if ever, promote or support good nutrition. All they talk about and support is the latest wonder drug, as the cure all. Is it any wonder that our teens suffer from such high rates of suicide and mental illness? When is enough, enough?

Highly recommended reading for every parent, teacher, and government minister/senator/ representative: “**Food, Teens, and Behavior**” by Barbara Reed, Ph.D.; Published in 1983 by The Natural Press. Later published in 2009, as “**Food and Behavior,**” by Barbara Reed Stitt. Dr. Reed, a probation officer, had the most successful program of its kind and yet it was ignored by the

media and most government health departments. If this very successful program were implemented in every school, crime and mental illness related budgets would be significantly reduced.

It is amazing how many products in Australia and New Zealand contain added refined or artificial sugar; all so unnecessary. The same is true of most airline food, school lunches, hospital meals, fast food outlets, and even many restaurants. Who is responsible for this? It is almost impossible for a busy working person or student to find an affordable healthy meal that is not loaded with sugar, HFCS, flavour enhancers, and bad/damaged oils. Only a poorly trained, unimaginative chef, or unethical food manufacturer would use these cheap ingredients to make their poor quality meals/products taste good. A well trained chef or quality food manufacturer will use natural herbs, spices, garlic, onion, real butter (instead of margarine or canola oil), coconut oil, or no oil, and other natural ingredients to enhance their meals/products. Obviously, there needs to be some major changes in what is being taught in culinary schools throughout Australia, New Zealand, and North America.

To change the current broken system of “business as usual,” will require strong leadership on the part of our elected leaders and co-operation from various industries. If industries continue to resist, then new regulation would be necessary. Not only is the sugar industry one of the largest contributors of PAC money to Congress in the USA, it is also very influential in Australia and New Zealand. Plus, this industry collaborates with the powerful soda industry and giant super market corporation monopolies to increase sales of their addictive products. Perhaps, it is time they were held financially responsible for the illnesses and huge medical/mental care costs their products cause!

To overcome any drug addiction, including alcoholism, one must first correct the body’s sugar/glucose metabolism. Drug addiction starts with a sugar addiction. Parents, who are trying to help their children overcome their drug addiction, should be aware of this basic fact. Also, they should think twice before addicting their children to sweets. To be successful first and foremost, one must address the **cause**. In this case, it is done by first eliminating refined sugar/carbohydrates and other addictive drugs, including tobacco, coffee, caffeine, etc., which raise the insulin, and by replacing them with healthier alternatives. At the same time, the endocrine (glandular) system must be rebuilt/strengthened and balanced with nourishing wholesome food and supplements. Because of biochemical individuality, one size doesn’t fit all. It is best to consult with a good nutritionist and/or integrative medical practitioner.

One such medical practitioner is Dr. Mark Hyman, who belongs to a new breed inspiring medical doctors, practising Integrative medicine. He also believes in addressing the cause of a disease and nutritional imbalances to cure his patients. This is a refreshing change from the usual doctor who hands out drug prescriptions for your ailments.

<http://drhyman.com/>

According to Dr. Mark Hyman, in his new book, “**The Blood Sugar Solution,**” insulin resistance is the major cause of ageing and death in the developed and most of the developing world. In fact diabetes, the continuum of health problems ranging from mild insulin resistance and overweight to obesity and diabetes, is the single biggest global health epidemic of our time. Affecting 1.7 billion people worldwide, it is one of the leading causes of heart disease, dementia, cancer and premature death in the world. It is almost entirely caused by environmental and lifestyle factors. This means that it is almost 100% preventable and curable. From 1980 to 2010, childhood obesity has tripled. One in three children is overweight in America and will have diabetes in their lifetime. Childhood obesity will have more impact on the life expectancy of children than all childhood cancers combined.

As if this wasn’t bad enough, sugar also promotes unfriendly bacteria in the gut, which in turn contributes to yeast infections and prevents absorption of much needed nutrients. Sugar depletes the immune system and creates deficiencies. When sugar is consumed, white T-cells actually become immobilised and stick together. The lymphatic system becomes congested. Sore throats are usually the first symptom. Sugar consumption also causes congestion in the sinuses and respiratory system. If sugar consumption does not stop, then lung congestion occurs as the body produces more

mucus in an effort to try and eliminate the bacteria. If sugar consumption continues, eventually, plaque builds up in the arteries leading to atherosclerosis.

Refined sugar also feeds cancer cells. Yet, a patient is rarely if ever told to eliminate refined sugar from their diet! [Researchers](#) at Huntsman Cancer Institute in Utah were one of the first to discover that sugar "feeds" tumors. The research published in the journal *Proceedings of the National Academy of Sciences* said, "It's been known since 1923 that tumor cells use a lot more glucose than normal cells. Our research helps show how this process takes place, and how it might be stopped to control tumor growth," says Don Ayer, Ph.D., a professor in the Department of Oncological Sciences at the University of Utah.

<http://www.sott.net/article/258920-Cancer-Sugar-Strategy-for-selective-starvation-of-cancer> (Dr. Mark Sircus Greenmedinfo.com 27 Feb 2013)

High fructose corn syrup (HFCS) causes cancer in a unique way because much of it is contaminated with mercury due to the complex way it is made. High fructose corn syrup causes selenium deficiencies because the mercury in it binds with selenium, driving selenium levels downward. Selenium is crucial for glutathione production and its deficiency in soils tracks mathematically with cancer rates. Selenium and mercury also have a strong affinity to bond with each other

[Dr. Christine Horner](#) says: When it comes to breast cancer, insulin is no friend. One of the biggest reasons is due to the fact that both normal breast cells and cancer cells have insulin receptors on them. **When insulin attaches to its receptor, it has the same effect as when estrogen attaches to its receptor: it causes cells to start dividing.** The higher your insulin levels are, the faster your breast cells will divide; the faster they divide, the higher your risk of breast cancer is and the faster any existing cancer cells will grow.

There's also another detriment that [high insulin levels](#) can inflict. It makes more estrogen available to attach to the estrogen receptors in breast tissue. Insulin regulates how much of the estrogen in your blood is available to attach to estrogen receptors in your breast tissue. When estrogen travels in the blood, it either travels alone seeking an estrogen receptor, or it travels with a partner, a protein binder, that prevents it from attaching to an estrogen receptor. Insulin regulates the number of protein binders in the blood. So, the higher the insulin levels are, the fewer number of protein binders there will be and the more free estrogen there will be to attach to estrogen receptors.

Eating sugar increases your risk of breast cancer in another way. **It delivers a major blow to your immune system with the force of a prize-fighter.**

Dr. Horner talks about a 2004 study conducted by Harvard Medical School, which found that women who, as teenagers, ate high-glycemic foods that increased their blood glucose levels, had a higher incidence of breast cancer later in life. "So, encouraging your teenage daughter to cut out sugar will help her to lower her risk of breast cancer for the rest of her life," she said.

SUGAR, INFLAMMATION, ANGIOGENESIS, & CANCER

Sugars and the inflammation and acidic environments they create are important constituents of the local environment of tumors. In most types of cancer inflammatory conditions are present before malignancy changes occur. Smouldering inflammation in tumor microenvironments has many tumor-promoting effects. Inflammation aids in the proliferation and survival of malignant cells, [promotes angiogenesis and metastasis](#), subverts adaptive immune responses, and alters responses to hormones and chemotherapeutic agents.

According to researchers at the University of California, San Francisco, sugar poses a health risk - contributing to around [35 million deaths globally each year](#). So high is **sugar's toxicity** that it should now be considered a potentially toxic substance like alcohol and tobacco. Its link with the onset of diabetes is such that punitive regulations, such as a tax on all foods and drinks that contain "added" sugar, are now warranted, the researchers concluded. They also recommend banning sales in or

near schools, as well as placing age limits on the sale of such products.

We all know that sugar breeds bacteria in the mouth, which causes dental decay. Thus, eliminating sugared junk foods (i.e. soda, cakes, etc.) from schools and one's diet is a much more sensible and affordable way to prevent dental decay, than to dump fluoride, a toxic industrial waste by-product, into our water supply. Knowing what we now know, one has to question the integrity and motive of anyone promoting forced fluoridation of our water supply, without any regard for those it harms, instead of good nutrition. One can only conclude that proponents of fluoridation are either really dumb, highly incompetent, or complicit in the fluoridation fraud and agenda. Either way, it is unethical!

Sarah Wilson, the former editor of *Cosmopolitan Magazine* - turned blogger - needs no convincing about the scourge of sugar. She had been feeling lethargic and run-down, so she went on an eight-week trial, without the sweet white powder. Fructose was forming a dangerous layer of fat around her liver. Metabolic syndrome meant her body was shutting down, while her weight kept climbing. Since quitting cold turkey, Sarah's never looked back and has never felt better.

It doesn't stop there. Sugar can cause ulcers, and play havoc with one's bone structure, which can be devastating to growing children. As little as a quarter of a teaspoon of sugar in the stomach creates a highly acidic condition. In order to compensate for this, the body's mineral reserves are called into action. Thus, calcium and other minerals are robbed from bones. This also applies to other acid forming substances such as coffee and carbonated drinks/sodas.

Taking high doses of calcium alone is not the answer. Too much or the wrong kind of calcium can calcify the soft tissues, including the arteries and inhibit the absorption of magnesium. A magnesium deficiency sets the stage for kidney stones, nervous conditions, depression, heart disease, hypertension, and high blood pressure. Taking in an equal amount or higher ratio of magnesium in relation to the right type of calcium (in foods or supplements), along with vitamin D, iodine, and boron, will enhance the absorption of calcium into the teeth and bones, where it belongs. Transdermal magnesium has been found to be very effective in this process. Of course, various other nutrients come into play. For example chromium and protein can be very helpful in overcoming sugar cravings. Sugar robs the body of important B vitamins and contributes to many mental and physical ailments, including hair loss, wrinkled skin, dermatitis, and anaemia.

One of the best books ever written in the field of nutrition is "***Nutrition and Physical Degeneration***" by Dr. Weston A. Price, DDS – Published by Keats Publishers. The effects of sugar, clearly revealed in his decades long research and photos, is indisputable.

Not too long ago, Harvard University conducted a study to find out what ages the body. Their findings revealed that the elevation of insulin, which is caused by the consumption of refined sugar/carbohydrates and drugs, including caffeine, nicotine, etc. is the culprit.

Last but not least, sugar is the most polluting crop in the world. The Everglades, in Florida, USA is the most threatened National Park in the USA, and it is from all the chemicals used on the production of sugar. Over a decade ago, taxpayers had to fork out a large chunk of the \$360 million clean-up costs, even though private sugar companies were to blame. Wild life in these areas are still threatened from toxic pollution created from sugar production. In Hawaii, smoke from burning the sugar contributes to high incidences of asthma and other respiratory ailments. Toxic chemicals produced in sugar production, contribute to high rates of leukaemia among children who live near by. In Queensland, Australia, high amounts of pesticides/chemicals from sugar production and other industries are leaching into the ocean and threatening the Great Barrier Reef.

READ "**SWEET TREAT ADDICTION: *The Scourge of Sugar***," Part 3, to learn about alternative options and how to remove sugar from your diet.