

HEALTHY FOOD STANDARDS



1. It must promote a healthy psychological response.

- Sweet, fatty, and salty tastes send pleasure and reward signals to the brain. In nature these signals were designed to lead us to valuable nutrition and survival.
- Today, these flavor sensations are unnaturally concentrated in food, which is simultaneously stripped of valuable nutrition.
- This creates food-with-no-brakes ... super-normally stimulating, carbohydrate-dense, nutrient-poor foods with all the pleasure and reward signals to keep us overeating, but none of the satiety signals to tell us to stop.
- These foods rewire pleasure, reward, and emotion pathways in the brain, promoting hard-to-resist cravings and automatic consumption. Stress and inadequate sleep only reinforce these patterns.
- Reconnecting delicious, rewarding food with the nutrition and satiety that nature intended is the key to changing these habits.



2. It must promote a healthy hormonal response.

- Chronic "overconsumption" of food-with-no-brakes leads to reliance on sugar for fuel, an accumulation of body fat, triglyceride buildup in the liver, and an excess of glucose and triglycerides in the bloodstream.
- Excess glucose and triglycerides in the bloodstream promote leptin resistance in the brain.
- Leptin resistance means your brain doesn't hear the leptin message and thinks you're still too lean. This promotes further overconsumption, and the down-regulation of your metabolism.
- Leptin resistance promotes insulin resistance and leads to chronically elevated blood sugar and insulin levels, which are contributing factors to type 2 diabetes.
- Glucagon can help you stabilize blood sugar and use fat for fuel, but only when insulin levels aren't elevated.
- Cortisol is a stress hormone. Periods of fasting or excessive caloric restriction, along with lack of adequate sleep or too much stress, may contribute to elevated cortisol levels.
- Chronically elevated cortisol levels increase blood sugar, contribute to insulin resistance, and promote weight gain in the abdominal region.



3. It must support a healthy gut.

- Maintaining a healthy gut barrier is critically important to your health.
- Certain foods can unbalance your healthy gut bacteria and/or promote intestinal permeability. This compromises gut integrity which leads to digestive distress and can promote chronic disease, hypersensitivities, and autoimmune conditions in the body.
- Most of your immune system is located in your gut, which means the third and fourth Food Standards are very closely linked.



4. It must support immune function and minimize inflammation.

- The food you eat should promote a balanced immune system and minimize chronic inflammation.
- Chronic systemic inflammation is a full-body (systemic), long-term (chronic) up-regulation of your immune system activity.
- Your immune system has two major functions - defense against threats and low-level repair and maintenance.
- Certain foods sneak past your gut's defense system and create immune chaos.
- If certain factors, like your food choices, are overloading your immune system, it's going to be less effective at doing its main jobs. Something is going to be left undone or done poorly.
- Chronic systemic inflammation is a central risk factor for a number of lifestyle-related diseases and conditions and is at the heart of metabolic syndrome.
- Managing the inflammatory status of your body profoundly impacts the quality of our life.

... Get the **RIGHT AMOUNTS** of the **RIGHT CHOICES** into your body **CONSISTENTLY** ...

