



FIGHT THE SUGAR CRAVINGS

KEY CELLULAR NUTRITION



Introduction

Like most people, you've probably started looking for healthier alternatives to your favorite treats that are laden for sugar. You might switch out a certain type of sugar for another or cut down on foods that you know aren't great for you.

You have to start somewhere. But have you truly considered the detrimental effects of sugar? It's nearly everywhere you look. Fortunately, there is plenty you can do to choose healthier options.

According to Dr. Mark Hyman, the head of Functional Medicine at Cleveland Clinic, of the more than 600,000 food products available, an astounding 80% have added sugar.

With added sugar being so prevalent, it can seem impossible to avoid. And some people are simply too addicted to try.

Dr. Hyman's research shows that sugar is up to eight times more addicting than heroin and cocaine. It's no wonder that Americans think they can't do without it!

On average, a person eats a pound of sugar a day! Do you fit into this category? It's certainly food for thought!

Sugar Burner Vs. Fat Burner

Our amazing bodies can run on one of two things: carbohydrates, or fat. Most Americans run on carbs as their primary source of fuel. This will leave you feeling sluggish and fatigued until you refuel again. If you've ever eaten a huge plate of pasta and then passed out on the couch after, then you know exactly how that feels!

The problem with carbohydrates is that they turn into sugar. No, you're not eating a plate of gummi bears, but breads, pastas, biscuits, bagels, and grains– all are sources of sugar.

Now, I'm going to get a little technical, so please bear with me:

When you eat these types of foods, your blood sugar will spike. That stimulates your pancreas to release the hormone insulin. That insulin stimulates the uptake, utilization, and storage of glucose in the body.

If the blood sugar continues to spike routinely, the cells of the body (what we're built from; the foundation for our health) will stop responding to the effects of insulin, which is known as insulin resistance. Without the cells responding as they should, your blood sugar will rise and stay high for periods of time.

And when the blood sugar stays high, all that excess sugar in the bloodstream generates free radicals – which are known to damage cells and organs.

Are you starting to see the cascade of damage caused by eating sugar and being a sugar burner?

When you become a fat burner, your body will choose to rely on your stores of fat for energy, rather than waiting for the next carb fix.



The Problem With Sugar Alternatives

So, if you didn't know before, you certainly do now: sugars and carbs are not great choices for your health.

You may think of switching to a diet soda (or already can't live without it), or go for foods that have sugar substitutes in them.

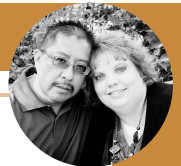
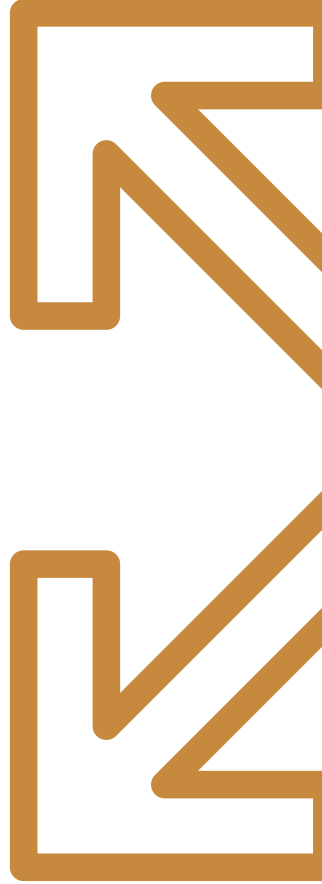
Here's what science tell us:

Artificial sweeteners stimulate the release of insulin from the pancreas, just like real sugar does. That means your insulin will still spike, and your cells will continue to be desensitized to the effects of insulin. So you'll still end up with imbalances in your blood sugar, not to mention insulin sensitivity problems.

One of the most popular artificial sweeteners found in diet sodas and processed foods labelled "sugar-free" is aspartame. Although aspartame is listed as safe by the FDA, it is toxic to the body and brain. Aspartame has been shown to cause systemic chronic inflammation leading to memory issues, depression, fibromyalgia, and many other chronic conditions.

Another issue with these sugar substitutes is that they contribute to an imbalance in your gut health. And they're even known to increase leaky gut – a health problem that I often speak about, because nearly everyone has some degree of a leaky gut.

Make no mistake: this goes for all artificial sweeteners, even those labeled as "close to real sugar."



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I have been a sugar addict for a long time and have been labeled pre-diabetes. But I am happy to say I haven't had sugar for 4 months now and I am losing the desire for sweet stuff. I am down 2 sizes! My body has a whole different shape now. There is a definition in my waist that I haven't seen for years.

-Jennifer R.L.



I started my 3rd week today and I've been afraid to check my blood sugar because it had been running in the high 200s and sometimes over 300 no matter what I did. Well, this morning I took the plunge and to my delighted surprise my blood sugar was 136! Talk about doing the dance of joy all over the place! It has been MONTHS since my blood sugar has read below 200. Praise Yahweh and thank you Dr. Cole.

- Tricia L.A.

How to Stop the Addiction

If you're interested in getting off the sugar roller coaster, know this, first off: it won't necessarily be easy. Your body has to learn how to burn fat – something it may have never done before. That can be uncomfortable, and even result in some withdrawal symptoms. If you have any concerns, speak to your doctor first. Here are some pieces of advice that might help you if you're looking to get away from sugar as your body's fuel source.

1. Stay away from plant-based protein sources. Chickpeas, beans, and other plant protein sources contain tons of carbohydrates. Since carbs turn to sugar, they will feed your cravings instead of stopping them.
2. Get your antioxidants. If you're wondering which foods have antioxidants, they're often colorful. Herbs, onions, garlic, green tea, and olive oil are great sources. These antioxidants will improve insulin sensitivity at the cellular level. That means better blood sugar regulation and avoidance of blood sugar drops that cause cravings.
3. Choose healthier fats. Top your veggies and salad with extra-virgin olive oil, and eat fish like sardines and salmon regularly. Getting healthy fats in your diet will make you feel fuller and assist your body in having stable blood sugar.
4. Drink some apple cider vinegar (ACV) after a meal. Research suggests that ACV helps to slow digestion and the emptying of the stomach, which is actually a positive – it helps regulate blood sugar and may improve insulin sensitivity.
5. Up your fiber intake. Vegetables are always your best option. The soluble fiber contained in so many veggies may help regulate hormones that are involved in appetite control. Some studies have even shown that fiber helps to reduce the hunger hormone!
6. Drink plenty of water. The body can misinterpret signals from the brain, and what feels like a food craving may be a sign of thirst. By drinking plenty of water, you are less likely to have food cravings due to thirst.

Get Colorful and Creative

When you're eating, there are several tips that will help you in your battle against sugar addiction, in addition to those listed above.

Be sure to cook from scratch – pre-packaged and processed foods are full of additives you don't need. Whole foods are where you want to get your entire diet from whenever possible.

If you need an easy hack to be sure you're getting good nutrients in, try to go for at least three colors per meal. Your plate should look a bit like a rainbow!

Consider writing a food journal. In it, you can record what your weaknesses are, and ideas to fight them way before the cravings ever start. Then, when you feel one coming on, you can go to your resource list.



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-Petra M.

Better Alternatives to Sugar

Sometimes, you just can't fight a craving. I know it's true, because it even happens to me! When they hit, I reach for berries. Berries have a low glycemic index, which means they won't cause that blood sugar swing. They're still sweet, though, so they're perfect when you want a treat.

Though I don't recommend the idea of substituting sugars, because we need to get away from the idea of "needing" sweet things, it's okay to sweeten up your morning yogurt (mine is always coconut yogurt, because of how good it is for the gut) or other snacks. Use a bit of raw honey or pure, 100% maple syrup. Coconut sugar, dates, and date sugar are also all better options than processed, refined sugar. It's not easy to break the sugar addiction. You need to be mentally tough, keep yourself accountable, and know you can, and will, break through the cycle.

If that sounds too tough for you...know that we have a whole team of people who are ready to support you!

Just go to ColeClass.com to get started!

(use the sentences above as a bit of a call to action for the last page, which should include a pic of DBC/ a button to go to coleclass.com)

Our Student Success Stories



★★★★★

I have lost 25 pounds, many aches and pains, and moodiness. Freed from sugar addiction and refined carbs.

I am down to a weight I haven't seen in over 9 years.

The weight loss is secondary to all else I have gained from this program. I finally feel freedom from the bondage of all things unhealthy.

Bill Cole, I have no doubt this program is inspired and a gift to all who will give themselves to it with an open mind and spirit. Thank you, kind sir, for your passion and love enough to put this together and begin the healing of our world! It all begins from within.

So grateful to be a part of this amazing tribe and journey!
My heart is full of love and awe, instead of my gut being full of garbage.

-Shaila S.



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