



MARCH 6th– MARCH 27th, 2017

21 DAYS. 21 GRAMS.

Sugar Challenge.

**That's right... Can you spend
21 days consuming 21 grams
(or less) of sugar?**

goal:

Learn all about where extra sugar in your diet comes from & eliminate it for 3 weeks straight. Ultimately helping you feel better, eat cleaner, & gain control of your nutrition.



What you should know...

Americans currently consume on average 30 teaspoons of sugar per day. That's more than three times as much as what's recommended by the American Heart Association!

Increased sugar consumption can lead to weight gain, high blood pressure & cholesterol levels & an increased risk for diabetes

Sugar presents itself in processed foods in many forms... Here are just a few examples: white or brown sugar, raw sugar, fructose, maltose, sorbitol, evaporated cane juice, xylitol & barley malt

WHAT YOU NEED TO DO FOR SUCCESSFUL COMPLETION

1

DOCUMENT

Record what you eat & drink every single meal or snack, every single day. Use MYFITNESSPAL. Every Monday send drb@athleticoutcomes.com your daily diary pdf reports.

2

21 GRAMS

Have 21 grams or less of sugar every day. The 1st 11 days, you may have 2 servings of fruit that do not count toward this value. The second 11 days, you may have 1 serving.

3

GOOD VS. BAD

ALL SUGARS ARE NOT CREATED EQUALLY. If you're eating raw, steamed or cooked veggies & stressing over their sugar value, STOP! Ignore these sugar values & eliminate crap sugar.

How to succeed:

AVOID FAT-FREE

Fat free usually means one thing: high sugar. Don't cut nutrients when you could be cutting empty sugary calories. Besides, fats are satiating, unlike sugar.

SWEETEN NATURALLY

The first 11 days enjoy two servings of fruit that don't count toward your sugar. The second 11 days, try just one. Usually, one serving is *one piece* or 1/2 cup chopped fruit.

BYE BYE CEREALS

As good as they taste, they're **FULL** of sugars. Sub cereals for protein-rich breakfasts to keep you full. Examples: eggs, smoothies with protein powder, plain oatmeal with nut butters, etc...

WHEN IN DOUBT, GO TO BED

Sleep is the best way to cut cravings & prevent overeating.

ASK ME

Need I say more?

SERVING SIZE

Even though it's one box, it doesn't mean it's one serving. Be aware of serving sizes in each packaged food. Ex: soup usually has two servings in one can. Don't even get me started on soft drinks...

FIND YOUR SUGAR SOURCE

Determine where your sugar intake comes from, then start to alter those foods. A good place to look is the ingredients lists & nutritional labels. Remember, every gram counts... Warning: look for words ending in -ose, as those are sugars!

BE PREPARED

Starving? All you can find is a vending machine? Don't be dumb. Take snacks wherever you go... Here are some good ones: nut butter packages, low sodium jerky, fruit, veggies (duh)

DRINKING

As much as we love our booze, sodas, and juices, it's time to take a break. Wine and liquor top alcoholic sugar levels while one can of soda per day can increase risk of obesity by 60%.

PACKAGED ALERT

Packaged foods are convenient, but they're possibly full of sugar. Look closely at the ingredients of processed carbs such as breads, pastas, crackers, etc...

BE PREPARED

Using your MYFITNESSPAL account, document what you **PLAN** to eat for the day, before you eat it. Then, modify your nutrition accordingly. Sub high sugar foods for less. (duh).

DROP ARTIFICIAL

Zero calorie product? Heads up for the artificial sweeteners. They can actually increase your cravings for sweet food & will increase your risk of diabetes. Heads up- they're sneaky.



In 1822, the average American ate 45 grams of sugar—which is the amount in one of today's 12 oz. sodas—every five days. In 2012, Americans consumed 765 grams of sugar every five days

Worldwide, people consume 500 extra calories a day from sugar, which is roughly the amount of calories needed to gain a pound a week.

One 20 oz. bottle of Coca Cola has 65 grams of sugar. This is the same amount of sugar in five Little Debbie Swiss Rolls.

The scientists who discovered sucralose (Splenda) were trying to make an insecticide. An assistant thought he had been instructed to "taste" a sample he had been asked to "test."

According to brain scans, sugar is as addictive as cocaine

Americans eat 10 times more sugar than all other food additives, except for salt

To find the amount of calories from sugar in a product, multiply the grams by 4. A product containing 15 grams of sugar has 60 calories from sugar