

# WEEK 1: Sickeningly “Sweet”



Is sugar really THAT bad for us? Unfortunately, in the large quantities most Americans are consuming it—yes. Evidence is mounting toward the detrimental effects sugar has on virtually every aspect of our body. Although the impact sugar has on our waistline is common knowledge, far less attention has been given to the negative impact high-sugar consumption has on our brain health—from cognitive function to psychological wellbeing. Check out the "Sugar Smart Tip" below for more information.

This week, let's take a look at what sugar does to our body and how we can improve our health by increasing our awareness and taking action today!



The daily  
**ADDED  
SUGAR  
LIMIT**  
recommended  
by the  
American  
Heart  
Association

**12g**  
KIDS

**25g**  
WOMEN

**36g**  
MEN

## Take Action Today:

How much added sugar are you eating each day?

Read nutrition labels to identify your #1 source.

## Sugar Smart Tip:

Video: How sugar affects the brain

[Take me there](#)



## Food for Thought:

A study by the Obesity Society revealed that the US adult consumption of sugar has increased by more than 30% in the last three decades.<sup>11</sup>

Obesity levels have risen at the same rate.

Coincidence?