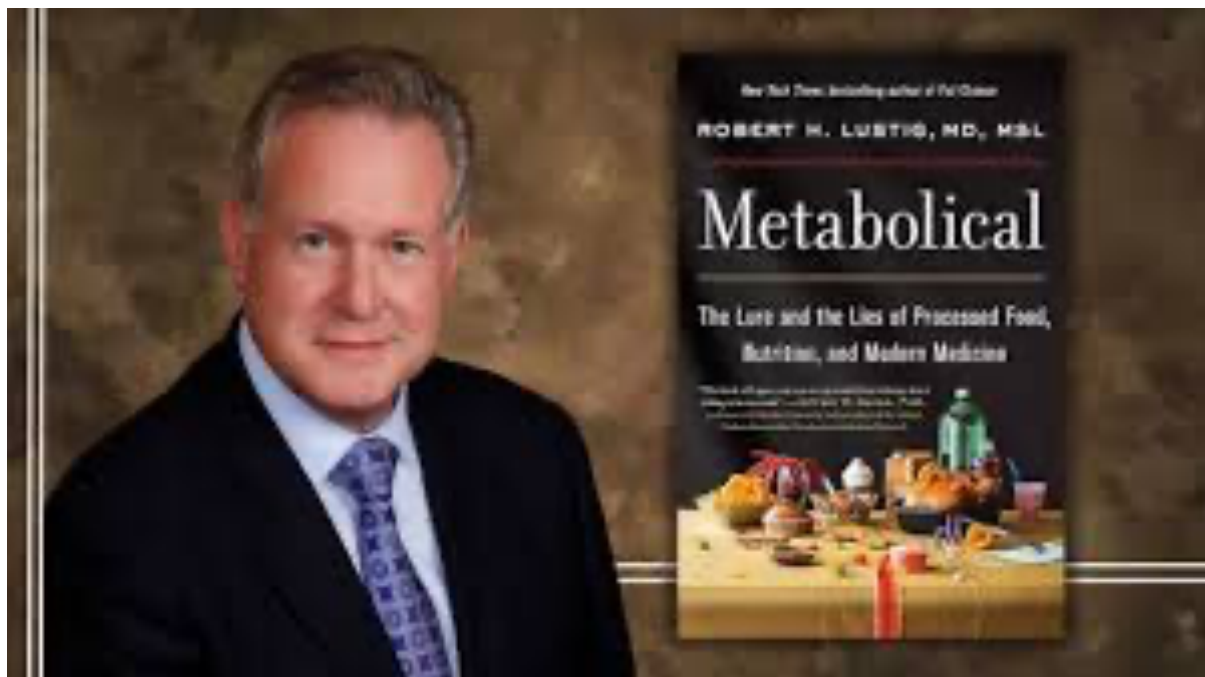


## **FAT Chance: Beating the Odds Against Sugar, Processed Food, Obesity,**

Dr. Robert Lustig, a pediatric neuroendocrinologist who has long been on the cutting edge of medicine and science, challenges our current healthcare paradigm which has gone off the rails under the influence of Big Food, Big Pharma, and Big Government. Published 2012.

In addition to his books, Dr. Lustig has his own website, and has done numerous lectures and interviews on YouTube, including Diary of a CEO.



## **Metabolical: The Lure and the Lies of Processed Food, Nutrition, and Modern Medicine, Published 2021**

## Metabolical:

**This 2021 book:** weaves the interconnected strands of nutrition, health/disease, medicine, environment, and society into a completely new fabric by proving on a scientific basis a series of iconoclastic revelations, among them: 1. Medicine for chronic disease treats symptoms, not the disease itself. 2. You can diagnose your own biochemical profile. 3. Chronic diseases are not "druggable," but they are "foodable" 4. Processed food isn't just toxic, it's addictive 5. The war between vegan and keto is a false war—the combatants are on the same side. 6 Big Food, Big Pharma, and Big Government are on the other side.

He insists that if we do not fix our food and change the way we eat, we will continue to court chronic disease, bankrupt healthcare, and threaten the planet. But there is hope: his book and this webinar explain what's needed to fix all three. Dr. Lustig offers a doable plan for us to heal and restore our health and well-being with real food and, in the process, boost our immunity to viruses like Covid-19.

Did you know that 62% of the food in our supermarkets is not only processed but 'ultra-processed' (ingredients from other foods are combined to make something 'new', often in colours that do not exist in nature) and that data shows that by eating this kind of food over time we are literally slowly poisoning ourselves? In the hard-hitting, ground-breaking tradition of his NY Times bestseller FAT CHANCE, which revealed the dangers of sugar, Dr Robert Lustig persuasively presents a stark exposé of how our addiction to processed foods (aided and abetted by the food industry, big ag, big pharma, institutional medicine and the government) is behind the lethal increase in major non-communicable diseases, including diabetes, heart disease, fatty liver disease, cancer and dementia. We have come to accept that these chronic diseases are simply part of the 'natural ageing process', but Dr Lustig makes the case that this is simply not true. The solution on both a personal and societal level is a return to unprocessed food and Dr Lustig offers a doable plan for us to heal and restore our own health and wellbeing with real food, and in the process boosting our immunity to viruses like Covid-19. 'Metabolical lays bare the depth of the relationship between the recent and profound perversion of the human diet and its overwhelming health consequences.' Dr David Perlmutter, author of the #1 New York Times bestsellers Grain Brain and Brain Wash