



Staying Healthy  
in a Culture  
That's  
**ANYTHING  
BUT!**

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AMERICA'S NUTRITION LEADER

*The Weigh You Want to Live!*

Zonya.com

**Only 3% of people  
meet the  
recommendations  
for a healthy lifestyle.**

# Simple 4 Question Y/N Test

1. Are you are non-smoker?
2. Do you eat at least 5 servings of fruit & vegetables each day?
3. Do you exercise at least 30 minutes, most days of the week?
4. Are you at a healthy weight?



# An UnHealthy Lifestyle Relates to:

- 70 percent of cancers
- 80 percent of heart disease
- 90 percent of type 2 diabetes

A Healthy  
Lifestyle  
Pays Off!

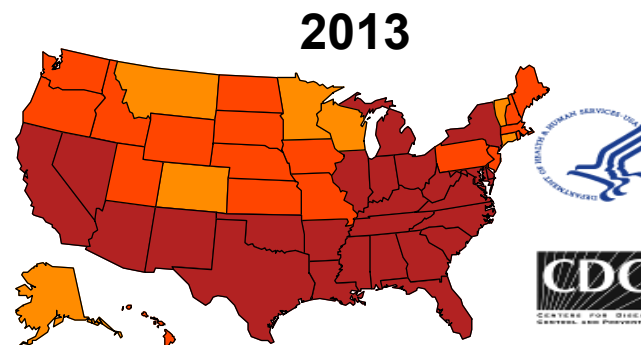
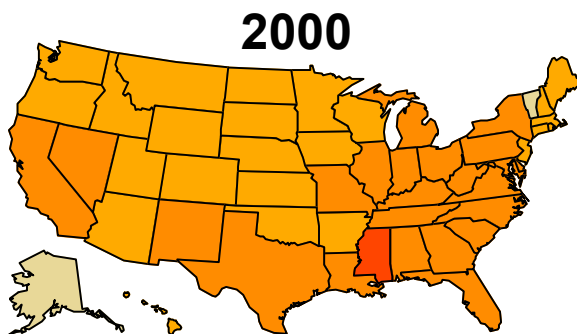
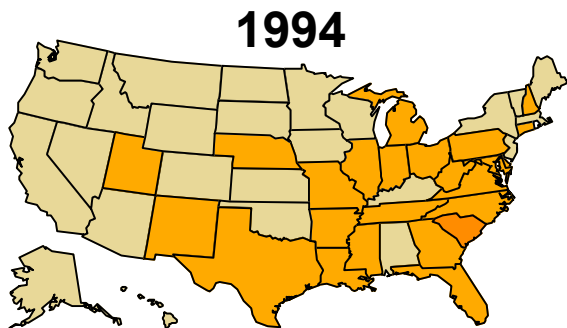
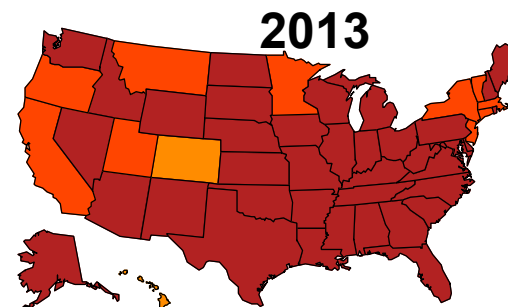
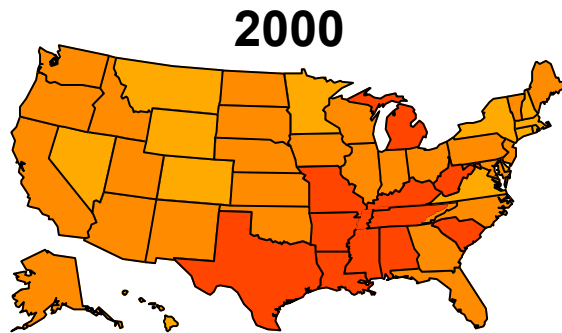
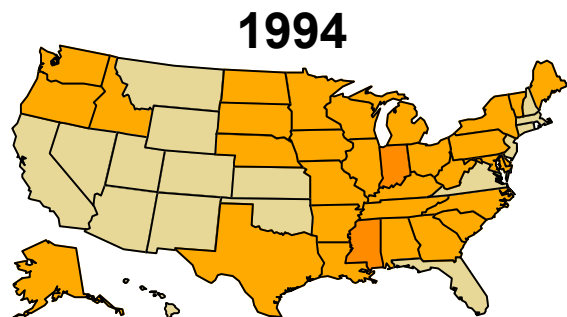
Source:

American Institute of Cancer Research  
World Health Organization

Yale's food policy expert...

**Kelly Brownell, PhD,  
calls our food environment “toxic”  
because people who are  
exposed to it get sick.**

Age-adjusted Prevalence of US Adult Obesity (top row)  
Diagnosed Diabetes (bottom row)



There's a WAR  
going on...



*The Weigh You Want to Live!*

# Annual Advertising Budget

“More Matters”  
program  
to promote Fruits &  
Vegetables...





# Annual Advertising Budget

**\$3.5**  
**MILLION**



*The Weigh You Want to Live!*

# Annual Advertising Budget



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*The Weigh You Want to Live!*

# Annual Advertising Budget

\$38

MILLION



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# Annual Advertising Budget



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# Annual Advertising Budget

\$74

MILLION



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# Annual Advertising Budget



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# Annual Advertising Budget

**\$388**  
**MILLION**



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# Annual Advertising Budget

## McDonalds...





# Annual Advertising Budget

**\$665**  
**MILLION**



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All together now...



Do you know?

# BLISS POINT

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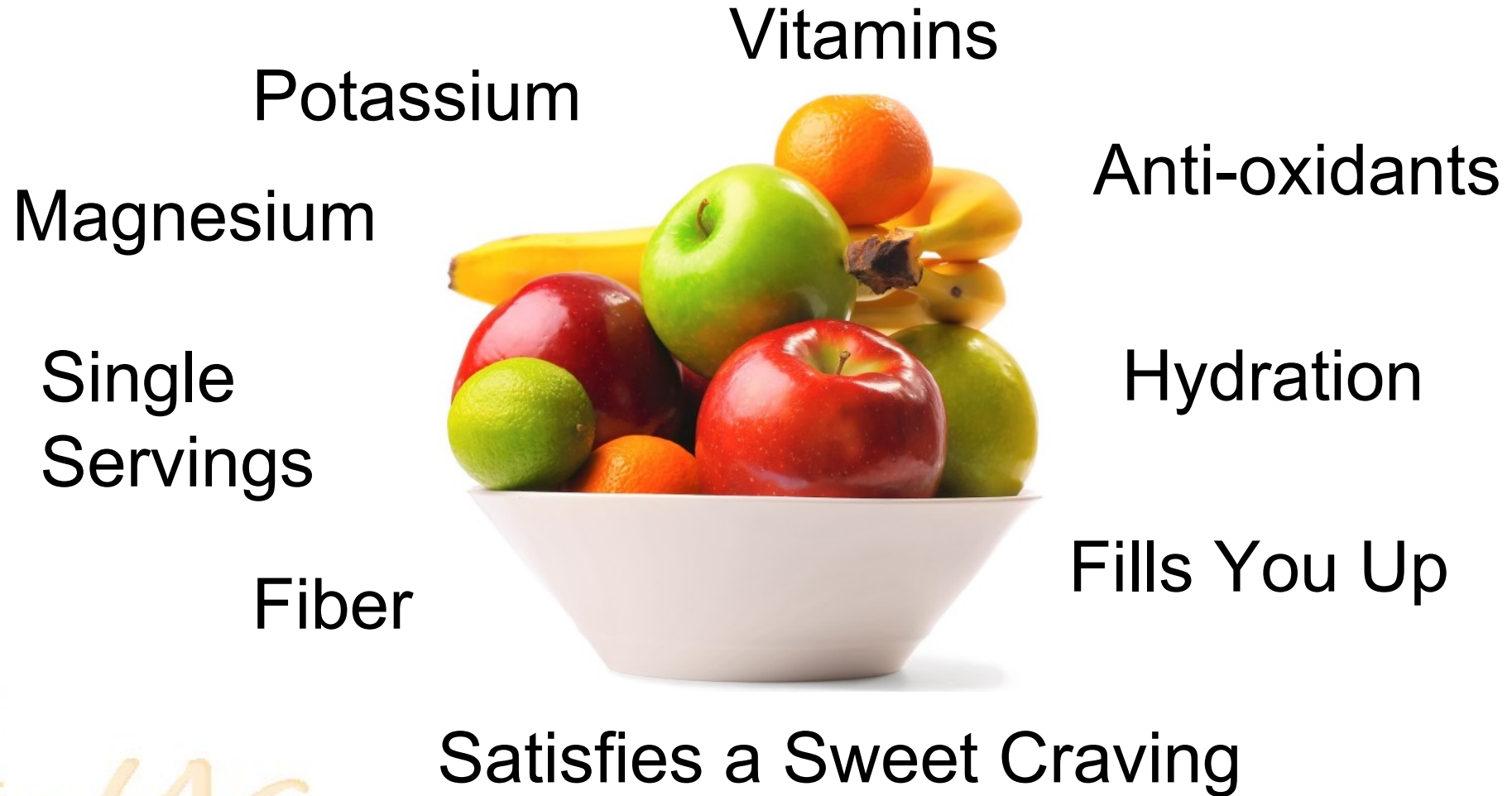
*The Weigh You Want to Live!*

# The “Bliss Point”

- Howard Moskowitz, food scientist, while working for Dr. Pepper, invented how to bring the sweetness level of food to the highest level, without becoming “too sweet”.



# Let nature be your candy



# How many of you consume berries every day?

Berries have **more antioxidant power** than broccoli or spinach!

Linked to sharper cognition

Reduces blood sugar spikes

Improves inflammatory markers like C-reactive protein

But only.....



.....if you eat them several times a week!

# Stock up on frozen!



Find out which stores  
have the best prices on  
**FROZEN FRUIT**



----- [happymoneysaver.com](http://happymoneysaver.com)



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# How many of you consume greens daily?



- Rich in lutein, folacin, iron and chlorophyll, which are all **powerful in counteracting the effects of stress, aging and disease**
  - macular degeneration
  - heart disease
  - dementia
  - cancer



# Bliss point rewired!



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# Kids have hi-jacked bliss points too!

Go Gurt

Chocolate Milk

Pop Tarts

Gatorade



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# Getting off sugar changes that!



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# Let's Play Deal or No Deal!



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**Studies show 1  
Tablespoon of ground  
flax seed a day  
reduces both  
blood pressure and  
cholesterol levels.**

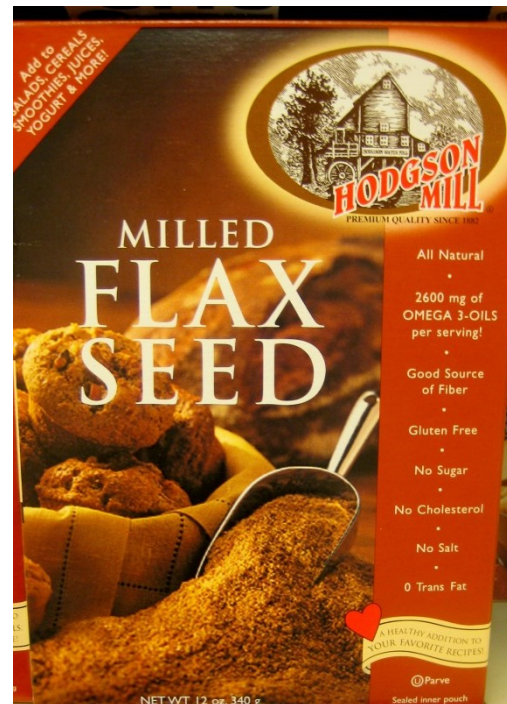


J Nutr 2015, Am J Clin Nutr 1995

# Hodgson Mill or Bob's Red Mill



- Buy ground or grind yourself
- Store air-tight, fridge or freezer
- Golden flax tastes the best



Add 1 T of flax to lots of delicious things...



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**Adding a single serving  
a day of  
cruciferous vegetables  
cuts the risk of cancer  
by more than half.**

**- Int. J Cancer, 2012**





According to researchers at the University of Perth on 2,000 Chinese women

**Eating one  
mushroom a day  
decreases breast  
cancer risk by  
64%!**



- Mushrooms inhibit the enzyme aromatase, which produces estrogen = promote many forms of breast cancer
- Mushrooms contain lectins that recognize cancer cells and prevent the cells from growing and dividing

# And that's not ALL mushrooms can do!

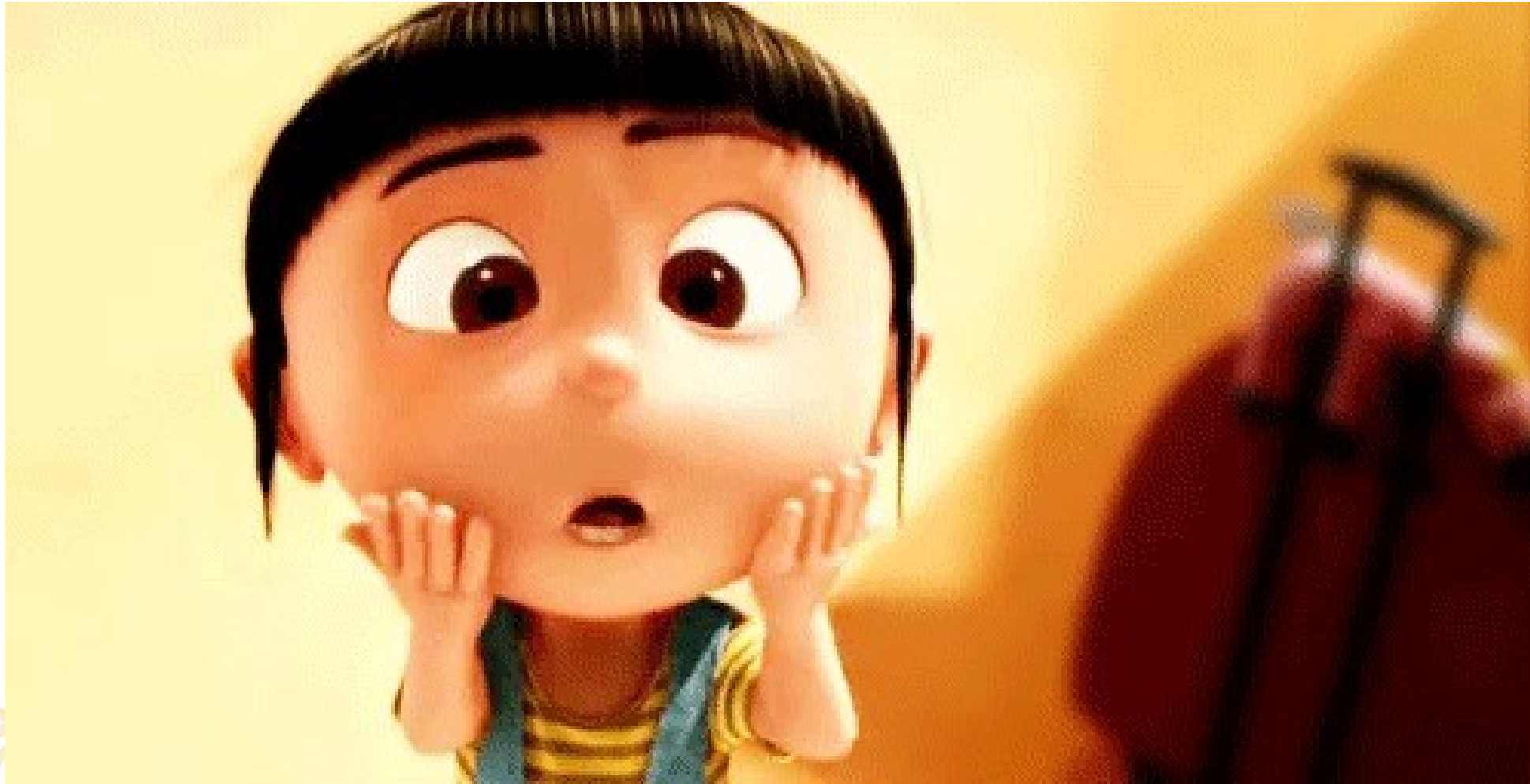
**Eating  $\frac{3}{4}$  cup  
mushrooms twice  
weekly reduces  
the risk of  
cognitive decline  
by 50%**

According to the **March 2019  
Journal of Alzheimer's Disease**



They contain Ergothioneine (ET) - a unique antioxidant and anti-inflammatory which humans are unable to produce on their own.

# Food is Powerful Stuff!



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# Eat REAL Food!



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# What is REAL Food?

Grows from the ground or in a tree.  
Grazes on the prairie. Swims in the ocean.

Nothing  
Bad  
Added  
In



Nothing  
Good  
Taken  
Out

As Close to it's Whole Natural State as Possible

? ? ? Question ? ? ?

Can you judge a food just by its nutrition facts?

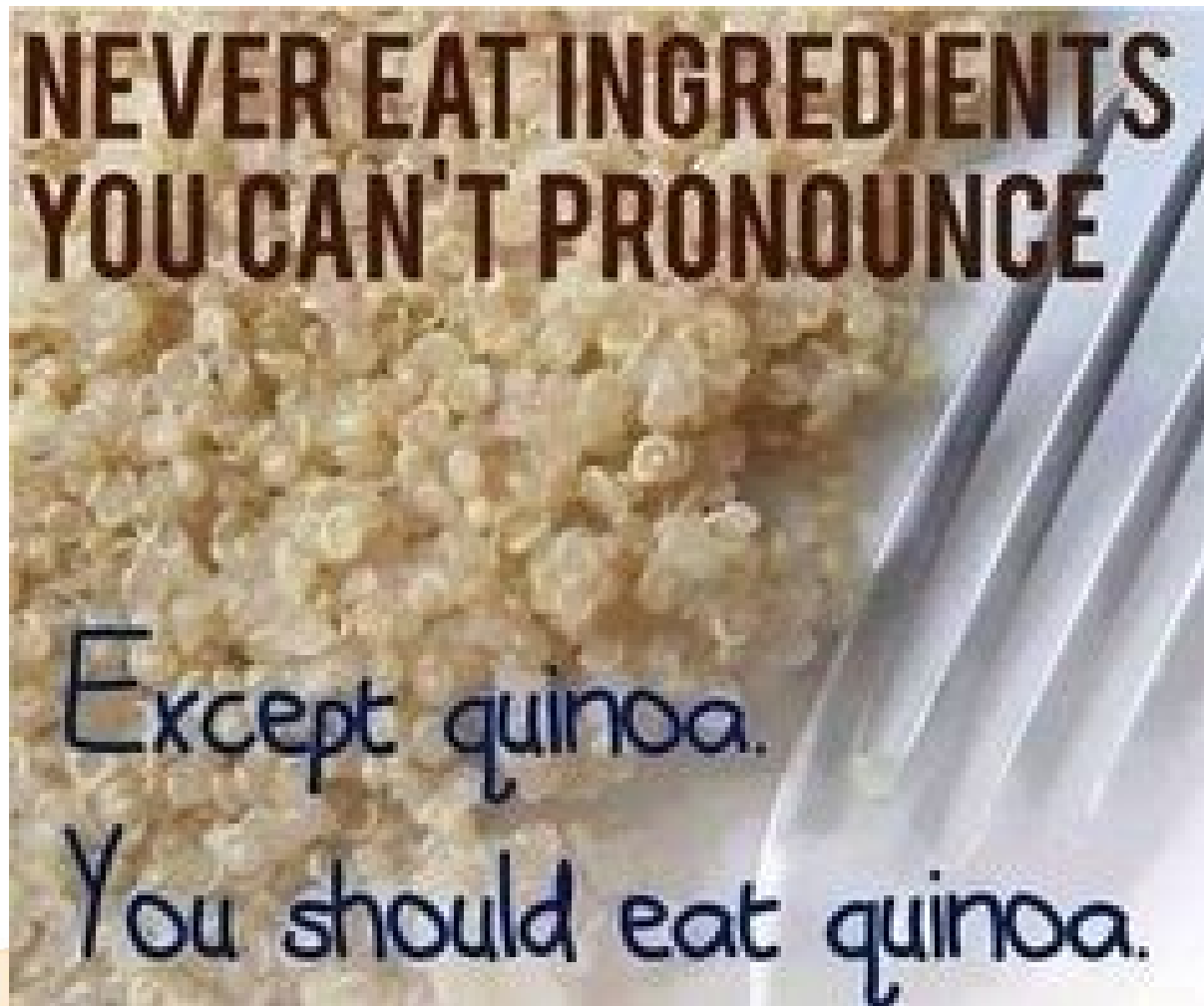


# You Must

Look at the  
**INGREDIENT  
LABEL** in order  
to really know  
what you are  
eating!

INGREDIENTS: WHOLE CORN, VEGETABLE OIL (SUNFLOWER, CANOLA, CORN, AND/OR SOYBEAN OIL), MALTODEXTRIN (MADE FROM CORN), AND LESS THAN 2% OF THE FOLLOWING: WHEAT FLOUR, SALT, CHEDDAR CHEESE (MILK, CHEESE CULTURES, SALT, ENZYMES), WHEY, BUTTERMILK, KIM COW'S MILK, CHEESE CULTURES, SALT, ENZYMES), WHEY PROTEIN CONCENTRATE, ONION POWDER, CORN FLOUR, NATURAL DEXTROSE, TOMATO POWDER, LACTOSE, SPICES, LACTIC ACID, CITRIC ACID, SUGAR, GARLIC POWDER, SKIM MILK, WHEY PROTEIN ISOLATE, CORN SYRUP SOLIDS, RED AND GREEN BELL PEPPER POWDER, CASEIN. CONTAINS MILK AND WHEAT INGREDIENTS.

With exceptions of course!





# Smart Cookies?

*Sugar, Wheat Flour, Vegetable Oils (Canola, Palm, Palm Kernel Oil, Soybean Oil And Partially Hydrogenated Cottonseed And Coconut Oil), Cocoa, Dextrose, Polydextrose, Yellow Corn Flour, Corn Syrup, Baking Soda, Soy Lecithin, Salt, Natural & Artificial Flavor, Monoglycerides, Vanilla Extract.*



Don't overlook...

## The Silence of the *Yams*



# Southwest Stuffed Sweet Potato



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# Chunky Monkey Breakfast Cookies



*to Live!*

Your  
comfort  
zone



# REAL Food Daily Defender Checklist

NAME or DATE

	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
<b>Nuts</b> 1/4 CUP DAILY																												
<b>Flax or Chia Seeds</b> 1 T DAILY																												
<b>Berries</b> 1/2 CUP DAILY																												
<b>Citrus Fruit</b> 1 CUP DAILY																												
<b>Apple or Other Fruit</b> 1 OR MORE A DAY																												
<b>Beans</b> 1/2 CUP 3x/wk																												
<b>Leafy Greens</b> 2 OR MORE CUPS DAILY																												
<b>Mushrooms</b> COOKED; 1/4 CUP 3x/wk																												
<b>Cruciferous Veggies</b> 1/2 CUP DAILY																												

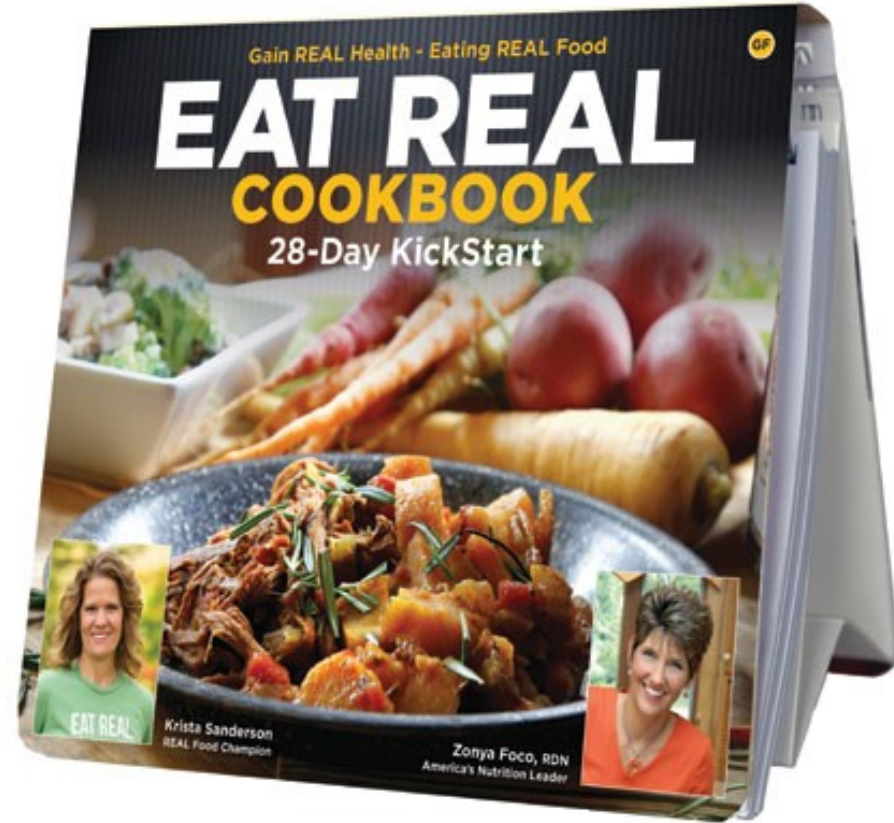
Cruciferous veggies contain extra cancer fighting powers, and include:



Zonya.com & EatRealAmerica.com



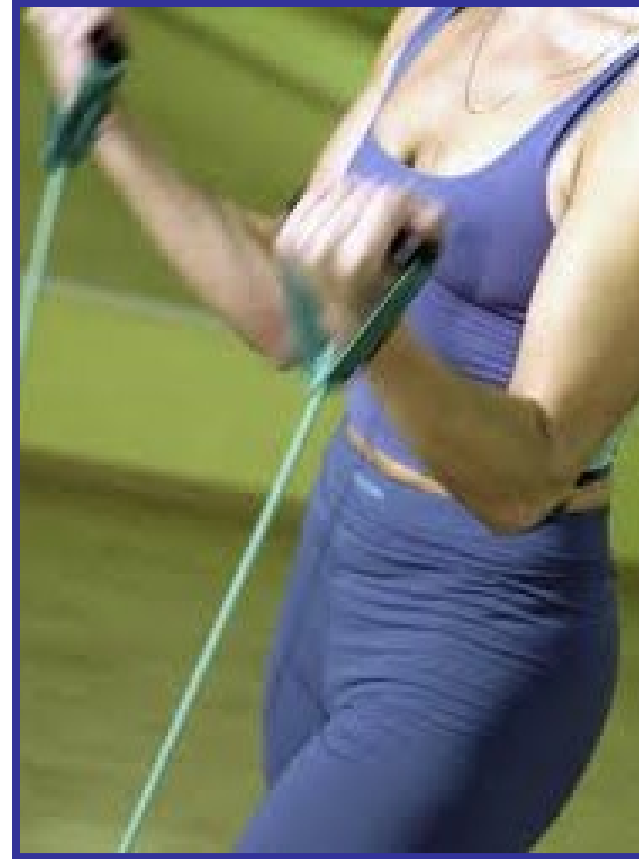
# The Fastest Way to Healthy!



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# How much do you?



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# Exercise?



I thought

you said

"Extra Fries"

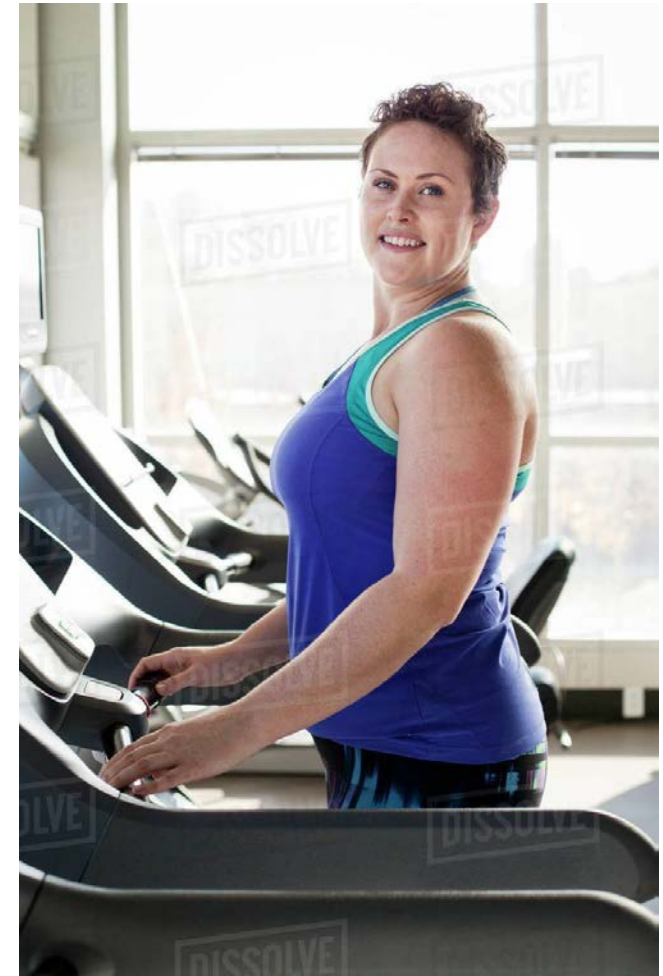
A photograph of a brown and white dog, possibly a Boxer, walking on a paved surface. The dog is on a blue leash and has its mouth open, appearing happy. The background shows a person's legs in blue shorts walking alongside the dog. The image is framed by orange borders at the top and bottom, and white borders on the left and right.

**I NAMED MY DOG  
"5 MILES"  
SO I CAN TELL  
PEOPLE I WALK  
5 MILES EVERY DAY**

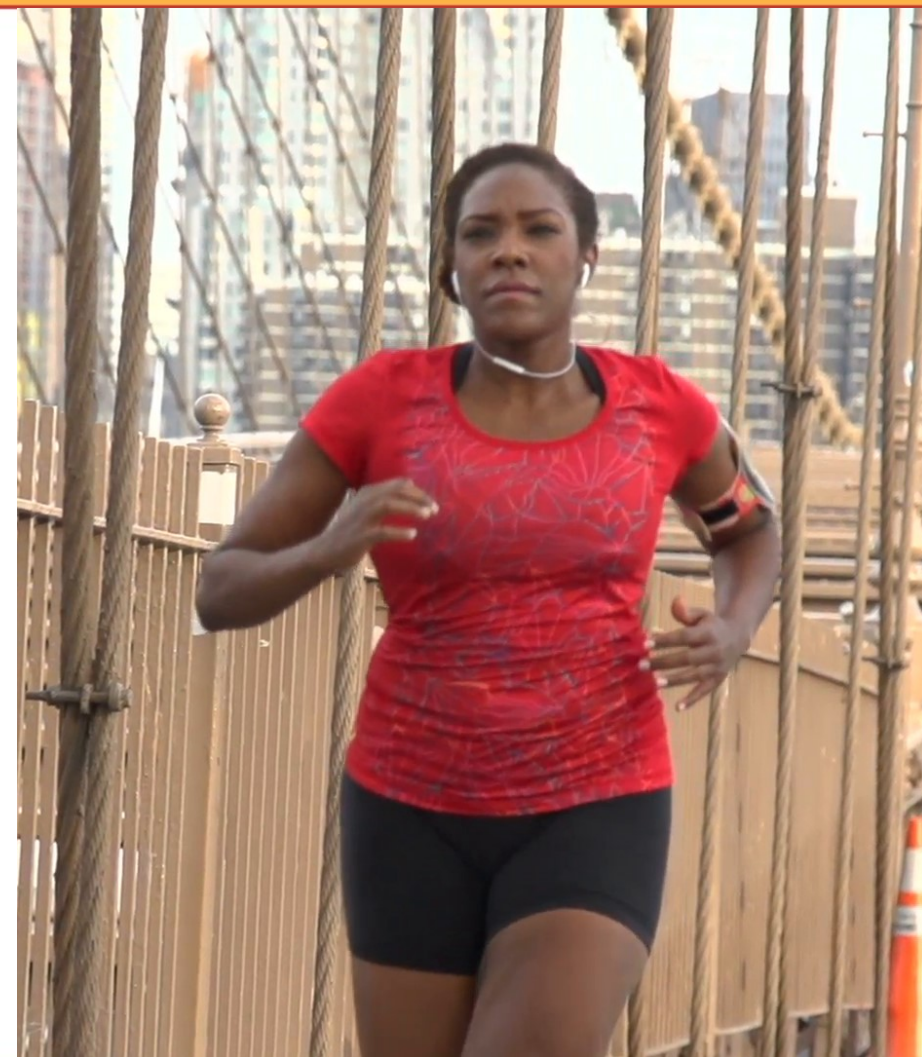


*Live!*

**Studies confirm that**  
**exercise**  
**is equally effective at**  
**treating depression as**  
**antidepressant**  
**medication is.**



**Studies show**  
**exercise**  
**reduces the risk**  
**of certain cancers**  
**by up to 50%.**



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# Exercise reduces cancer risk by.....

- Ovarian Cancer\* .....25%
- Breast Cancer\*\* .....25-30%
- Lung Cancer\*\* .....40%
- Bowel Cancer\*\* .....40-50%

\*Obstetrics and Gynecology, October 2000.

\*\*University of Bristol, UK October 2002.

# Let's do this!



*Love You*  
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# The Super Metabolism Booster!



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Did we get a  
photo?





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*You Want to Live!*



**Thank You!**

**Go and Be  
Healthy in a  
Culture THAT'S  
ANYTHING BUT!**

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