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## Beat Your Sugar Addiction NOW!

Posted By [Dr. Mercola](#) | October 09 2010 | 47,517 views

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by Jacob Teitelbaum, MD

Are you a sugar addict?

In the United States, with about 18 percent of the average American diet coming from added sugar, this is becoming the rule rather than the exception. Many people eat their weight in sugar every year. And it may be why you are tired, achy, "brain fogged," anxious, and unable to lose weight.

As most people have found, simply trying to cut out sugar usually does not work very well. In addition, who wants to cut out things that give you pleasure? Put simply, if you live a long life because you've cut out everything you enjoy, why bother?

Finally, there's a simple solution to sugar addiction!

[Beat Sugar Addiction NOW!](#) by Dr. Jacob Teitelbaum will teach you about the four main types of sugar addiction. In each type, there are different forces driving the addiction. By treating the underlying causes that are active in your type of addiction, you will find that not only do your sugar cravings go away, but you also feel dramatically better overall.

Here's more good news. Once you have broken your sugar addiction, your body will usually be able to handle sugar in moderation. This means saving sugar for dessert or snacks where it belongs, and going for quality, not quantity. Dark chocolate is especially okay. Natural sweeteners like stevia are also a healthy way to satisfy your sweet tooth, but you need to use the right brands.

### The 4 Sugar Addiction Types

To beat sugar addiction, first you'll need to figure out which type of sugar addict you are. Simple quizzes in the book will quickly let you know.

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Beat Sugar Addiction NOW! then offers clear and simple directions on what to do. This includes natural therapies, simple lifestyle changes, as well as directions for your inner journey, a journey that will heal not only your body but also your mind and spirit. A journey that will change your life!

Here are the four key types of sugar addiction:

1. **TYPE 1: Hooked on “Energy Loan Shark” drinks.** Chronically exhausted and hooked on caffeine and sugar

When daily fatigue causes sugar (and caffeine) cravings, sometimes all you need is to improve nutrition, sleep, and exercise. When your energy increases, you won't need sugar and caffeine for an energy boost. Beat Sugar Addiction NOW! will teach you how to turbo charge your energy in an easy and healthy way.

2. **TYPE 2: Feed Me Now or I'll Kill You.** When life's stress has exhausted your adrenal glands

For those of you who get irritable when you're hungry and crash under stress, it is important to treat your adrenal exhaustion.

3. **TYPE 3: The Happy Twinkie Hunter.** Sugar cravings caused by yeast/Candida overgrowth

For those of you with chronic nasal congestion, sinusitis, spastic colon, or irritable bowel syndrome, treating yeast overgrowth is critical.

4. **TYPE 4: Depressed and Craving Carbs.** Sugar cravings caused by your period, menopause, or andropause

Standard blood testing for hormonal deficiencies will not reveal the problems until they are very severe, sometimes leaving people deficient for decades.

To make it easy, Beat Sugar Addiction NOW! is also a simple workbook, so that when you're done reading it you will have a treatment protocol tailored to your specific problems.

## Sources:

» [Beat Sugar Addiction NOW! March 2010](#)

## Dr. Mercola's Comments:



Sugar addiction is pervasive in modern society and has progressed to the point that in 2009 more than 50 percent of Americans consumed one-half pound of sugar PER DAY -- translating to a whopping 180 pounds of sugar per year!

No longer relegated to the dessert table, sugar is a mainstay in our daily diets, showing up in places you might least expect, like fruit juice, bologna, pretzels, Worcestershire sauce, pickles, canned beans and cheese spread.

Slowly but surely this sweetener has infiltrated just about every processed food source in the modern world, and the more you eat it, the more it will keep you coming back for more.

## Is Sugar Really Addictive?

Numerous studies have proven that sugar is indeed an addictive substance, much like illegal drugs.

Sugar triggers [production of your brain's natural opioids](#) -- a key to the addiction process. Your brain essentially becomes addicted to its own opioids as it would to morphine or heroin.

Refined sugar may be [even more addictive than cocaine](#) -- one of the most addictive substances currently known.

In one study, an astonishing 94 percent of rats that were allowed to choose mutually-exclusively between sugar water and cocaine chose sugar. Even rats that were addicted to cocaine quickly [switched their preference to sugar](#) once it was offered as a choice.

The researchers speculated that the sweet receptors (two protein receptors located on the tongue), which evolved in ancestral times when the diet was very low in sugar, have not adapted to modern times' high-sugar consumption.

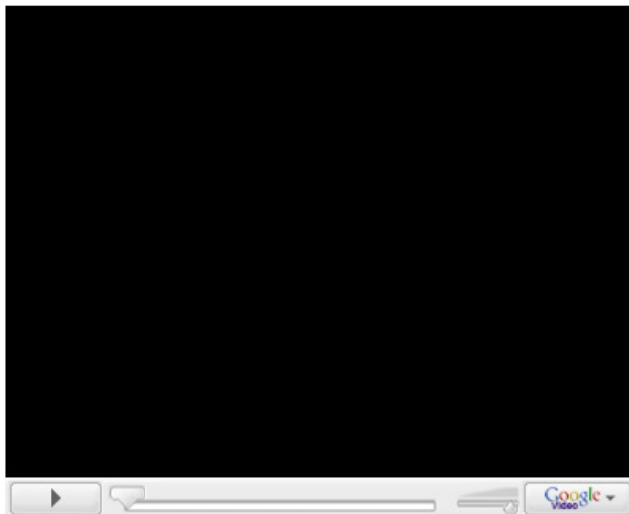
Therefore, the abnormally high stimulation of these receptors by our sugar-rich diets generates excessive reward signals in your brain, which have the potential to override normal self-control mechanisms, and thus lead to addiction.

You can find out more about sugar addiction, including how to overcome the four main sugar addiction types, in Dr. Jacob Teitelbaum's book [Beat Sugar Addiction NOW!](#)

## Industry Contributes to the Sweet Temptation

The sugar industry is a shrewd, savvy, well-oiled machine that will hook your children from the youngest ages if you allow it, and has already hooked the majority of the U.S. population.

The two videos below will give you a fascinating introduction into the incredible power of the sugar industry, which many are unaware of.



Total Video Length: 44:29



Total Video Length: 44:28

You know that the tobacco industry has been pushing its addictive cigarettes on the world's population for decades. If you watch the videos above, you'll see the striking similarities between big tobacco and the big sugar industry, which is now echoing many of big tobacco's defense strategies.

Namely, they are denying any connection between their product and the obesity and diabetes epidemics going on in the industrialized world. They also have access to immense power and [give generously to both political parties](#) to ensure that their products are protected.

Yet, sugar is one of the biggest enemies you face in your pursuit of a healthy eating program.

## The Health Consequences of Sugar Addiction

If you read my newsletter regularly, you know that controlling your [insulin](#) and [leptin levels](#) is one of the most important things you can do to optimize your health and slow the negative effects of aging -- and avoiding sugar is essential to do this.

Sugar increases both your insulin and leptin levels and decreases receptor sensitivity for these vital hormones. This can lead to:

- High blood pressure and high cholesterol
- Heart disease
- Diabetes
- Weight gain
- Premature aging

There are actually more than [76 ways that sugar can destroy your health](#). For instance, sugar suppresses your immune system, contributing to allergies, and is responsible for a host of digestive disorders. It also contributes to depression, and its excess consumption is, in fact, associated with many of the chronic diseases in the United States, including [cancer](#).

Sugar even has an [impact on your genetic expression](#). When you eat sugar, your genes turn off controls designed to protect you from heart disease and diabetes, and the impact lasts for two weeks.

Even more concerning, if you eat poorly for a long time, your DNA may become permanently altered, and the effects could be passed on to your children and grandchildren.

You also become "sensitized" to sugar as time goes by, and more sensitive to its toxic effects. According to Dr. Robert J. Johnson, sugar activates its own pathways in your body, and those metabolic pathways become "upregulated."

In other words, the more sugar you eat, the more effective your body is in absorbing it; and the more you absorb, the more damage you'll do.

## Beware This Particularly Deadly Form of Sugar

It's important to limit all forms of sugar in your diet, but in the United States sucrose is no longer the sugar of choice. It's now fructose.

You probably already know that fructose is a sugar, but you may not realize that it's [distinctly different from other sugars](#). It's metabolized through very specific pathways that differ from those of glucose, for example, and through its distinct metabolic action, uric acid is generated.

In fact, fructose typically generates uric acid within minutes of ingestion.

When uric acid levels in your body reach 5.5 mg per dl or higher, they are associated with an increased risk for developing high blood pressure, as well as diabetes, obesity and kidney disease.



Uric acid levels are closely tied to fructose consumption, and if you're consuming too much your levels are likely to be elevated to a dangerous range.

Today, about 25 percent of all Americans consume over 134 grams of fructose a day, according to Dr. Johnson's research. But as a standard recommendation, I strongly advise keeping your TOTAL fructose consumption below 25 grams per day, and limiting your fructose from fruits to 15 grams or less, as it is virtually guaranteed that you will consume "hidden" sources of fructose from most beverages and just about any processed food you might eat.

## Breaking Your Sugar Addiction

Again, Dr. Jacob Teitelbaum's book [Beat Sugar Addiction NOW!](#) has some great tips for overcoming your addiction to sugar. I also suggest using tools like [the Emotional Freedom Technique \(EFT\)](#); it's one of the best ways I know to help kick the sugar habit, and it includes a marvelous technique called [Turbo Tapping](#) that has helped tens of thousands of people kick their soda habit (the [number one source of fructose](#) in the U.S. diet).

From there, I recommend you [read through my nutrition plan](#) to learn the foundation of a healthy eating plan, one that will help you to limit sugar naturally, without feeling like you're hungry or sacrificing flavor.



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