

31-DAY SUGAR CHALLENGE

RULES AND GUIDELINES

Who's ready for a reset?! Or, perhaps you're wanting more energy, along with better sleep?! Even better – do you want to rid yourself of the cravings you have for sugar-laden foods? Would you like to be able to resist the temptations of junk food? Regardless of the reasons why you might consider a 31-day detox – you will feel GREAT if you partake! Join me by registering before Jan. 1 at sphealth.org/sugarchallenge.

WHY JOIN?

Added sugar (not to be confused with natural sugars found in wholesome foods) is the single biggest diet issue in most people's lives. If you're like most people, you're consuming far more added sugar than the recommended daily amount – and it seriously affecting your health. Taking control and being in control is key!

WHO SHOULD JOIN?

EVERYONE can benefit from a sugar challenge – especially after holidays celebrations and indulgence. Sugar has been called the tobacco of the new century and the average American consumes three times the maximum daily recommended amount (6 to 9 tsp/day is recommended and we are consuming over 22 tsp/day. WHOA!)

WHAT IS THE SUGAR CHALLENGE?

Unless all of your meals are made by scratch and you're aware of every ingredient going into your meals, you can be sure that over half of the normal grocery store fare has added sugar. Sure...it's easy to note that foods like soda, cookies have sugar – but sugar is FLAVOR and also used to increase shelf life. That means that normal, everyday foods (sauces, dressings, peanut butter, etc.) have all been enhanced by the sweet stuff.

WHERE SHOULD YOU BEGIN?

The way to identify added sugars is to look at the ingredient list and/or the food label for “added sugar.” If you don't have access to an ingredient list (eating out) then you really don't know and it's likely all food at restaurants have sugar (for processing). See below all the different names for added sugar – some food products have up to 15 different types of sugars in one product! STOP yourself from only looking at the sugar grams listed on the label. For your own knowledge --- 4 grams added sugar = 1 tsp. Be very careful of the “Sugar-Free” label, as this detox isn't about replacing the real stuff with the fake stuff. Sugar alcohols make products “sugar-free,” you can recognize them because they end in “-ol” on the ingredient list. They are indigestible, cause inflammation and can cause serious digestive issues. Stay away! Quick note: The sugar industry and its lobbyist are on par with the tobacco industry and its lobbyists. Great book called “Pure, White, and Deadly.” Read it and be prepared to be SHOCKED!

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HOW DOES THE CHALLENGE WORK?

From Jan. 1 to Jan. 31 the detox consists of eliminating any added sugar from your diet. This includes cookies, cakes, soda, sugar substitutes, and even added sugars like honey, maple syrup, etc. The purpose is to get your metabolism and your blood sugar stabilized. Once your “engine” is cleaned out it can work properly – and what comes along with it are decreased cravings, increased energy and sleep, better bathroom habits, better moods and even weight loss (for those who need it). You can start with just added sugar, but include the below if you’d like to take it up a notch.

“A NOTCH UP...”

The main reason for added sugar abstinence is to help control our body’s blood sugar levels. When we have too much added sugar our body metabolizes it so quickly (because there’s no nourishment) that we end of with highs and lows -- subsequently increased cravings and hunger. Natural sugars, like those found in fruit, are attached to the food’s nutrients and fiber so the body has to spend time to break it all down, thus releasing the natural sugar at a much slower rate and avoiding the highs and lows that are associated with cravings (and subsequently increased inflammation). Other foods that have been stripped of their nutritional value act in the same way. So, avoiding the following during your 31-days is also recommended.

Alcohol

Our bodies will always metabolize alcohol first – and much in the same way as it metabolizes added sugar. Alcohol is not bad, per se, but to get the full benefit of the detox, it is recommended to eliminate it along with added sugar.

Refined Grains

This includes the “whites” – the refined grains that have been stripped of their nutrients for shelf stability and subsequently enriched synthetically with the B-Vitamins that were originally stripped. In America, the word “enriched” has mostly been deleted from ingredient labels as it was becoming a dead giveaway for something that was synthetic. But you’ll be able to know by looking underneath the ingredient list for “vitamins and minerals.” In America, a food can be labeled Whole Grain when it’s only 51% whole grain – so when looking at the ingredient list to be sure it only contains the whole grain and no “vitamins and minerals.”

Synthetic Ingredients

When looking at an ingredient list – you’ll first look for added sugar. But, you’ll also be looking for the “vitamins and minerals” indication on grains. Take it a step further and avoid food products with ingredients you either don’t recognize or wouldn’t be able to get yourself. An example is peanut butter – shouldn’t the only ingredients in peanut butter be peanuts (and perhaps salt)? A nice rule of thumb is that if you couldn’t grab all the ingredients from the store to make it yourself....don’t eat it.

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SO WHAT CAN I EAT, THEN?

My suggestion first and foremost is don't try to also diet and limit your calorie intake. If you're advanced enough to take this detox to a higher level, then go for it. Otherwise, I suggest sticking to eliminating added sugar, alcohol, refined grains and synthetic products. This leaves room for all foods in all the five food groups.

Fruits

All fresh and frozen fruits are welcomed! Avoid juice (unless you juice it yourself) and read all ingredient lists on dried fruits and fruit snacks.

Vegetables

Enjoy any vegetable in its fresh and/or frozen (even canned) form. This includes POTATOES!

Whole Grains

Remember, a whole grain should be just that – 100% whole grain without added “vitamins and minerals”. The first word in the ingredient list should be “whole.”

Dairy

Enjoy milk, plain creamer (half/half), plain yogurt, and cheese. But remember to READ THE INGREDIENT LIST!!

Protein

Enjoy both meat and non-meat sources – be careful about protein powders and protein snacks. I haven't found a store-bought jerky without added sugar so be wary!

REGISTER NOW

- Registration gives you weekly educational emails during December (prep) and in January with tips/tricks, and recipes
- Register and you'll get access to the SPH Sugar Challenge FB/Instagram groups for daily posts, Q&A opportunities, and to share with other participants
- You will also automatically be signed up for the SPH Wellness newsletter – stay-up-to-date on all things Wellness
- Feel free to register any family and friends to join the challenge with you

Register now at www.sphealth.org/sugarchallenge. You do not need to register but can just use this handout, although we encourage registration!

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WORDS THAT REALLY MEAN "ADDED SUGAR"

agave juice	dri-mol	honi bake	mizu-ame
agave nectar	drisweet	honi-bake	molasses
agave sap	dri sweet	honi flake	nulomoline
agave syrup	dri-sweet	honi-flake	powdered sugar
beet sugar	dried raisin sweetener	invert sugar	rice syrup
brown rice syrup	edible lactose	inverted sugar	sorghum
brown sugar	flo malt	isoglucose	sorghum syrup
cane juice	flo malt	isomaltulose	starch sweetener
cane sugar	flo-malt	kona ame	sucanat
cane syrup	fructose	kona-ame	sucrose
clintose	fructose sweetener	lactose	sucrovert
confectioners powdered sugar	glaze and icing sugar	liquid sweetener	sugar beet
confectioners sugar	glaze icing sugar	malt	sugar invert
corn glucose syrup	golden syrup	malt sweetener	sweet n neat
corn sweet	gomme	malt syrup	table sugar
corn sweetener	granular sweetener	maltose	treacle
corn syrup	granulated sugar	maple	trehalose
date sugar	high fructose corn syrup	maple sugar	tru sweet
dextrose	hi-fructose corn syrup	maple syrup	turbinado sugar
drimol	honey	mizuame	versatose
dri mol	honibake	mizu ame	