



# JOIN PHIL'S SUGAR CHALLENGE

**There are 56 common names for sugar.**

**Most people consume too much sugar without even realizing it!**

Labels hide sugars under confusing names like ethyl maltol, dextran, maltodextrin, sucrose, fructose, agave nectar, high fructose corn syrup and dextrose. They also use the term “all-natural” to make these names seem friendlier. Challenge yourself with these simple yet effective tips for cutting sugar out of your diet.

## START FEELING AMAZING AND VIBRANT TODAY!

### **Rid Your Kitchen of Sugary Traps.**

Donate or toss the foods that you know contain tempting sugar. Swap in healthier, sugar-free ingredients and whole foods.

**Restructure Your Sugar Cravings.** Before you satisfy your sweet tooth, take a moment to think about what may be driving the craving.

**Sleep, Sleep, Sleep.** You may not even realize that not getting enough rest is derailing your health decisions.

**Vegetables are the most neglected food in standard diets - and I don't mean french fries and ketchup.** Swap in naturally sweet veggies like carrots or sweet potatoes when you're craving something sweet.

**Eating enough protein?** Studies have shown that adding protein to meals helps decrease sugar cravings!

**Relationships can drive us straight into a pint of ice cream.** Recognize when your relationship anxieties are causing cravings and work on the root cause rather than soothing it with sugary foods.

**Feeling an urge to splurge?** Try a food-free method to give yourself a break. Go for a walk, get out into nature or meditate - use the time to connect with yourself.

**Is work driving you crazy?** Before you reach for a sweet treat to soothe your stress, take a moment to look at what's driving you to eat. Try having some luxurious herbal tea or a different low-sugar treat instead.

**Itching to snack?** If your body is restless, try giving it some exercise. Stretch, move around or do some quick yoga. Get moving, not munching.

## HEALTH IS A VEHICLE NOT A DESTINATION.

If you want to kick-start your health journey by **RESETTING** your metabolism, **REFULEING** your body with optimal nutrition and **REWIRING** the way you think about food and health, sign up for Phil's 30-Day REBOOT at [www.philknowsfood.com](http://www.philknowsfood.com).

# Nutrition Facts

8 servings per container  
**Serving size 1 cup (68g)**

Amount per serving  
**Calories 370**

% Daily Value\*

<b>Total Fat</b> 5g	<b>7%</b>
Saturated Fat 1g	<b>3%</b>
<i>Trans Fat</i> 0g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 150mg	<b>6%</b>
<b>Total Carbohydrate</b> 48g	<b>15%</b>
Dietary Fiber 5g	<b>14%</b>
Total Sugars 13g	←.....
Includes 10g Added Sugars	<b>20%</b>
<b>Protein</b> 12g	↑.....

Vit. D 2mcg 10% • Calcium 210mg 20%  
 Zinc 7mg 50% • Biotin 300mcg 100%

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

# What Are ADDED SUGARS and How Are They Different from TOTAL SUGARS?

## TOTAL SUGARS

Total Sugars include sugars naturally present in many nutritious foods and beverages, such as sugar in milk and fruits as well as any added sugars that may be present in the product.

## ADDED SUGARS

Added sugars include sugars that are added during the processing of foods, foods packaged as sweeteners (such as table sugar), sugars from syrups and honey, and sugars from concentrated fruit or vegetable juices. They do not include naturally occurring sugars that are found in milk, fruits and vegetables.

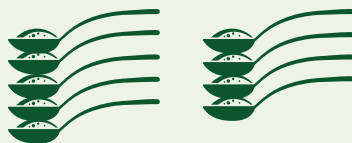
For most Americans, the main sources of added sugars are sugar-sweetened beverages, baked goods, desserts and sweets. Evidence suggests that diets high in added sugar promote the development of obesity.

**The American Heart Association recommends limiting added sugars to no more than 6 percent of calories each day.** For most American women, that's no more than 100 calories per day, or about 6 teaspoons of sugar. For men, it's 150 calories per day, or about 9 teaspoons. The AHA recommendations focus on all added sugars, without singling out any particular types such as high-fructose corn syrup.

### DAILY ADDED SUGAR LIMIT:

**Men** - No more than 9 teaspoons

36 grams  
 150 calories



**Women** - No more than 6 teaspoons

25 grams  
 100 calories



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