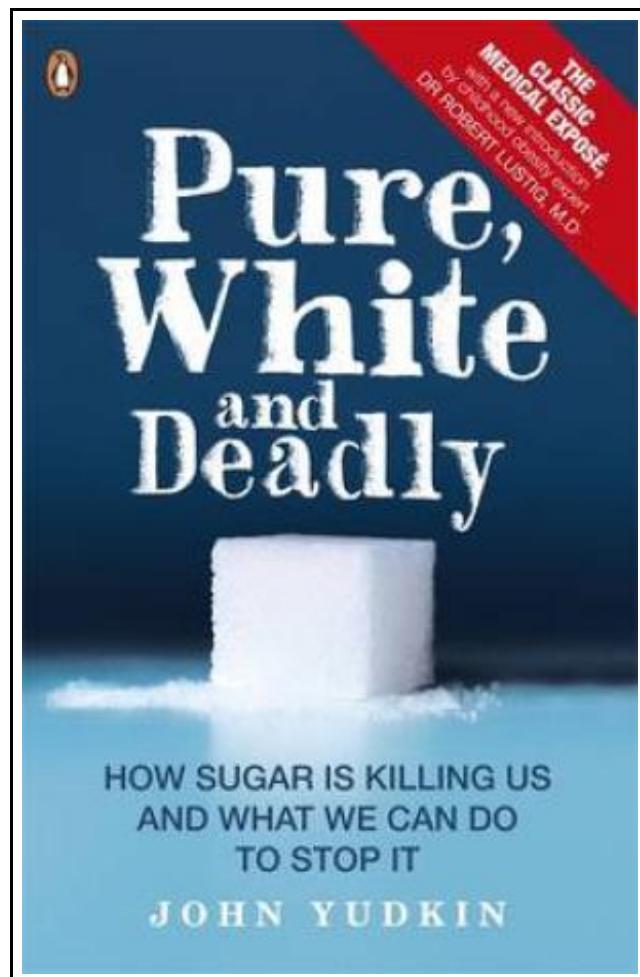


Pure, White and Deadly



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Reviews

An extremely wonderful publication with lucid and perfect reasons. It typically will not expense too much. You are going to like the way the blogger compose this publication.
(Prof. Maya Hand)

PURE, WHITE AND DEADLY

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Paperback. Book Condition: New. Not Signed; A Telegraph Top 10 Diet Book, Pure White and Deadly by John Yudkin is a must-read for those concerned with how much sugar we consume every day. Sugar. It's killing us. Why do we eat so much of it? What are its hidden dangers? In 1972, when British scientist John Yudkin first proved that sugar was bad for our health, he was ignored by the majority of the medical profession and rubbished by the food industry. We should have heeded his warning. Today, 1 in 4 adults in the UK are overweight. There is an epidemic of obese six month olds around the globe. Sugar consumption has tripled since World War II. Using everyday language and a range of scientific evidence, Professor Yudkin explores the ins and out of sugar, from the different types - is brown sugar really better than white? - to how it is hidden inside our everyday foods, and how it is damaging our health. Brought up-to-date by childhood obesity expert Dr Robert Lustig M.D., his classic expose on the hidden dangers of sugar is essential reading for anyone interested in their health, the health of their children and the health of modern society. [A] valiant attempt to warn us against our lust for sucrose . (British Medical Journal). A medical classic . (London Metropolitan University). Arguably the leading nutritionist of his time . (Guardian). Worldwide, around 180million tonnes of refined sugar is produced each year and the UK market alone is worth nearly GBP1billion. Little wonder that no one listened to eminent nutritionist Professor John Yudkin when he called sugar 'pure, white and deadly' back in 1972 and quite rightly warned of the links between excessive consumption and heart disease . (Catherine Collins, Principal Dietician, St George's Hospital). John...

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