



# 7 WAYS YOUR MODERN DIET IS KILLING YOU

AND WHAT YOU CAN DO ABOUT IT

According to the Centers for Disease Control, 6 in 10 adults, or about 117 million people, suffer from at least one diet-related disease. Many of these diseases, including cardiovascular disease, cancers, and diabetes, are preventable—and even reversible—with preventive dietary measures.

This report is designed to arm you with the truth and a challenge at the same time. The truth is that controllable factors such as the food you eat and the lifestyle choices you make may very well be killing you. The challenge is for you to take charge of your health by making healthy choices.

## HERE ARE 7 WAYS THE MODERN DIET AND LIFESTYLE MAY BE KILLING YOU.

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### 1. EXCESS SUGAR

In 2018 Americans alone consumed over 11.8 trillion tons of sugar. This is an increase from 9.9 trillion tons in 2009, and that number continues to rise. Sugar contributes to obesity, high blood pressure, cardiovascular disease, diabetes, and chronic inflammation. Over 74% of pre-packaged foods have added sugar, and even if you avoid deserts, chances are you're likely still consuming more sugar than is needed. Common forms of sugars are high fructose corn syrup, agave nectar, cane sugar, maltodextrin, maple syrup, and sucrose, just to name a few of the 56 different forms marketed today.

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### 2. EXCESS CALORIES

Restaurant portions are often designed to have us overeat in an effort to satisfy our appetites and increase the perceived value of the meal, and when we cook at home, we tend to mimic the portion sizes we see in restaurants. With people eating almost 500 calories more per day than they did in the 70's, it's no mystery why obesity much more prevalent now than in any other time in history. The medical care costs of obesity in the United States alone are in the hundreds of billions, not including the price of the loss in quality of life and the increased risk for many otherwise preventable diseases.

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### 3. PROCESSED FOODS

A survey from the Centers for Disease Control (CDC) concluded that the caloric contribution of ultra-processed foods in the modern diet accounted for nearly three in five calories consumed, and was greater than for all other categories combined. The researchers defined ultra-processed foods as those that are created using artificial flavors, colors, sweeteners, stabilizers, and other additives to make them taste better or mask their undesirable qualities. Processed foods rarely contain enough of the beneficial nutrients that the body requires, and the more we eat, the poorer the quality of our diet.

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#### 4. PROCESSED MEATS

Processed meat is defined as meats that have been preserved by curing, salting, smoking, drying, or canning, and they contain chemical compounds not present in fresh meat that may be harmful to health. Consuming large amounts of processed meats for a long period of time has been associated with an increased risk of many chronic diseases, including high blood pressure, heart disease, chronic obstructive pulmonary disease, and bowel and stomach cancers.

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#### 5. EATING OUT TOO OFTEN

We all deserve a break sometimes, but treating ourselves to fast and restaurant food too often brings all of the previous factors to bear. Ultra-processed meats and foods, high sugar content, and enormous portions make eating out too regularly an incredibly unhealthy lifestyle choice.

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#### 6. ALCOHOL AND TOBACCO

Aside from the dangers of excess consumption, i.e., car crashes and acute alcohol poisoning, etc., drinking excess alcohol is associated with chronic liver disease, cancers, cardiovascular disease, and fetal alcohol syndrome. Smoking is associated with lung disease, cancers, and cardiovascular disease. Additionally, a growing body of evidence suggests that these substances might be especially dangerous when they are used together by dramatically increasing the risk of certain cancers.

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#### 7. SHORTAGE OF VITAMINS AND MINERALS

Micronutrients essential for energy production, cardiovascular health, metabolism, immunity, reducing oxidative stress, and supporting a healthy inflammation response are largely missing from the modern diet. A BioMed Central published February 14, 2017 states "The average content of protein, fiber, vitamins A, C, D, and E, zinc, potassium, phosphorus, magnesium, and calcium in the U.S. diet decreased significantly across quintiles of the energy contribution of ultra-processed foods, while carbohydrate, added sugar, and saturated fat contents increased." People do not get the fruits and vegetables (5-10 servings per day) necessary for optimum health and function via the powerful micronutrients they deliver.





# Your Challenge to Take Control

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We suspect that much of the information we provided here is not a surprise to you. Most of us know when we are making unhealthy choices, but feel helpless and overwhelmed because the modern lifestyle often makes these unhealthy choices into the easiest choices. What can you do?

One simple way is to start out small. If your goal is to lose weight, increase your activity, eat better, look better, or live better, the process is simple. Set an achievable goal and dedicate yourself for 90 days to achieving it.

Kyäni has helped millions around the world to change their unhealthy lifestyle into a Healthy Living lifestyle, and we have a program for you that has helped many others get started down the path of Healthy Living. It is called the **90-Day Healthy Living Challenge**, and we invite you to participate, starting today!



# 90 DAY HEALTHY LIVING CHALLENGE



Starting is simple. When you're ready to start your Challenge, go to [Kyäni90DayChallenge.com](http://Kyäni90DayChallenge.com), submit your Healthy Living goal, and a **Before** picture. It's that simple!

Then, at the end of your 90 days, you'll submit an **After** picture with a brief write-up about your experience, and we'll enter you for a chance to win one of the following prizes:

- **1 Grand Prize:** \$15,000, ticket to future Kyäni event, and logo gear package
- **5 Finalists:** \$1,000, ticket to future Kyäni event, and logo gear package
- **10 Honorable Mentions:** Ticket to future Kyäni event and logo gear package

Talk to a Kyäni Business Partner for more information about the 90-Day Healthy Living Challenge and learn about the products and support we have to offer to help you achieve your goal.

Imagine what your life can be like in just 90 days. Don't wait! Start the 90-Day Healthy Living Challenge today, and start taking control of your life and your health!

