



ELITE

Personal Training and Fitness Solutions

HEALTH TOPIC OF THE WEEK

11/28: Different Voices, Same Message

The title for this week is Different Voices, Same Message. Beginning with this column and continuing throughout 2023, keep your eyes peeled for various EPT contributors. Down the road you will be reading contributions from Amy, Justin, and Zack, our Certified Nutrition Professionals.

Meanwhile, I'd like to introduce the newest member of the EPT team. Lynette Jernigan has a B.S. in Food Science and Technology and has 17 years of experience in the food industry. Lynette knows first-hand that the food industry creates dangerous and addictive foods. It's an intentional process.

The three clever videos below are approximately 3-4 minutes each and make quite an impact. Check them out for yourself and you'll see what we mean. The truth about junk food is, pardon the pun, hard to stomach.

After watching the three short videos, please check out Lynette's insightful comments.

Stay tuned. Lynette will be sharing her expertise with us on a regular basis.

Junk Food

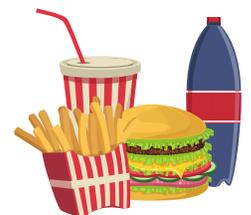
<https://www.youtube.com/watch?v=G8lgZxYxpC8>

Soda

<https://www.youtube.com/watch?v=pMXwFlp9loI>

Fast Food

<https://www.youtube.com/watch?v=-q78QXpSL2M>



Elite Personal Training and Fitness Solutions does not provide medical treatment or intervention. We acknowledge scientific evidence that appropriately intensive exercise and sustainable nutritional intervention can have significant impact on chronic health disorders and obesity, dramatically improving symptoms when recommendations are followed. Please visit us at Eliteptf.com for more information and to schedule your evaluation.

Thanks for taking time to click on the video links. Think about your reactions. Did you chuckle or squirm? Perhaps you did both. Having worked in the food industry, I can confirm that there's plenty of cold, hard truth packed into each of those four-minute parodies.

As a child, I grew up cooking traditional Italian food with my mother. I was also intrigued by science. A culinary instructor suggested I explore food science as a career. Science plus food - a marriage of two interests. What a great idea. After all, everyone needs to eat. With a Bachelor of Science in Food Science and Technology, I envisioned a fascinating, rewarding career.

The seventeen-year journey since my degree has been quite educational. I know first-hand that consumer goods companies are highly sophisticated. They extensively research human behavior and sensory needs. This information is critical. It allows them to create products and design marketing campaigns that appeal to our emotions as well as our senses.

For example, we know that sugar elicits physiological responses through the release of dopamine. Also, our sense of taste and our survival instincts drive us toward high energy sweet and salty foods. No wonder the processed food industry is big on sugar and salt.



You are what you eat, digest, absorb and assimilate. However, your choices are not just dictated by physiological needs. They are also dictated by psychological needs, which may be conscious or unconscious. The processed food industry exploits these needs to realize huge profits. But those who regularly consume processed products jeopardize their health. Processed food is tasty, so it's easy to become addicted.

As consumers grew more health conscious, marketing scrambled to make their products seem "healthier". Take foods with low-fat labels. Sounds good, but they're often loaded with added sugar and other unhealthy ingredients and chemicals. Those "extras" can lead to hunger, weight gain, and disease. For optimal health, it's best to consume minimally processed or whole foods.



With this column, I am happy to add a new dynamic to the amazing team at Elite Personal Training and Fitness Solutions. Not only am I a professional with many years of experience in the food industry, I am also a training client, so perhaps you've seen me in the gym.

I look forward to sharing food insights with readers. Future columns will shed more light on processed food, why to avoid it and what to eat instead. Thanks for listening, and feel free to share those videos family and friends. They're great food for thought!



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