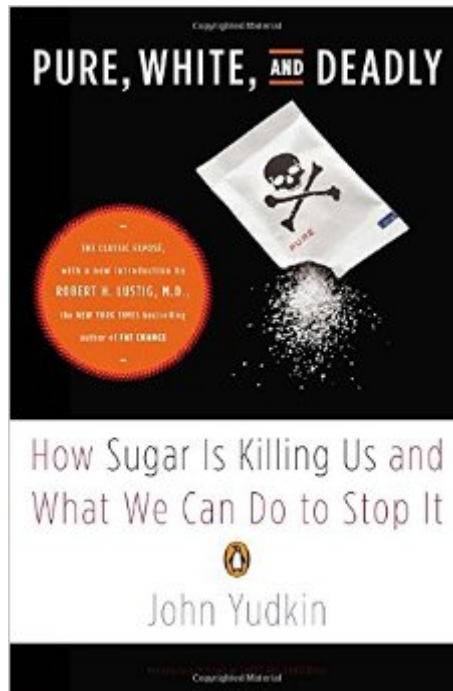


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# Pure, White, And Deadly: How Sugar Is Killing Us And What We Can Do To Stop It



## Synopsis

The classic exposé on the dangers of sugar, with a new introduction by Robert H. Lustig, the bestselling author of *Fat Chance*. Scientist John Yudkin was the first to sound the alarm about the excess of sugar in the diet of modern Americans. His classic exposé, *Pure, White, and Deadly*, clearly and engagingly describes how sugar is damaging our bodies, why we eat so much of it, and what we can do to stop. He 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. In 1972, Yudkin was mostly ignored by the health industry and media, but the events of the last forty years have proven him spectacularly right. Yudkin's insights are even more important and relevant now, with today's record levels of obesity, than when they were first published. Brought up-to-date by childhood obesity expert Dr. Robert H. Lustig, this emphatic treatise on the hidden dangers of sugar is essential reading for anyone concerned about their health, the health of their children, and the wellbeing of modern society.

## Book Information

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## Customer Reviews

An absolute must read, predicting what we are now seeing 40 years later. Yudkin's research on sugar and Mary G. Enig's research on fats have turned common nutrition wisdom upside down. I have done the traditional low fat, high carb method of eating and had horrible triglyceride and cholesterol levels. See my review here:

[http://www..com/Know-Your-Fats-Understanding-Cholesterol/product-reviews/0967812607/ref=cm\\_cr\\_dp\\_synop?ie=UTF8&showViewpoints=0&sortBy=bySubmissionDateDescending#R3739P0BCA](http://www..com/Know-Your-Fats-Understanding-Cholesterol/product-reviews/0967812607/ref=cm_cr_dp_synop?ie=UTF8&showViewpoints=0&sortBy=bySubmissionDateDescending#R3739P0BCA)

DW10Switched to more saturated fats and fewer sugars, and my levels went way down, contrary to what my physician thought would happen. I see this in my daily life at the office: co-workers eating all the refined sugary treats and constantly complaining that they are fat or sick, or both. I refrain most of the time, and am not fat, nor do I get sick (unless my son sneezes on me). Change your eating style, don't believe the B.S. media and the government says will make you healthy, and you'll see the difference.

I ordered this book after reading an online NY Times Magazine article entitled "Is Sugar Toxic", and I plan to order several more copies to give to the people I love. This book traces the history of sugar, how sugar is refined, and the many effects it has on body chemistry. Because of my family medical history, of particular interest to me is the connection between sugar and coronary disease, since most of us are still under the old assumption that saturated fat is what we need to worry about. This book disputed that notion forty years ago, and is finally being accepted as mainstream science today, but old science dies hard.

Fantastic book, all based on solid research. Killed Dr. Yudkin's career, but all of his predictions about what would happen to our society if we continued to eat so much sugar were right on target. Forward by Dr. Lustig spells out relevancy to current events. If you want to know what sugar does and why you need to get it out of your diet -- or if you want a book to show people who need to know the same -- this is it.

Surprisingly timely information, despite its last update in the 1980's. Out of print for years. As a physician-scientist, I am glad to see his work stand the test of time. Hopefully will inspire/provoke further action - certainly has for me! The later chapters on his travails defending himself/his work against ignorant industry attacks prove that, sadly, nothing has changed in the ensuing years.

If you've seen Dr. Lustig's youtube video about the evils of sugar you know that anything he writes is going to be worth your time. This should be common accepted knowledge but Big Agra would have a cow which incidentally is much better to eat than sugar. Even the book itself would be better to eat than sugar!

Very few people understand how deadly sugar is. I've done enough research of fitness and nutrition that pointed me in the direction to get the book and study it. We have an obesity problem and

sugar is one of the major causes. Knowledge is power.

This was very informative. His style is very easy to read and interesting. Before I read it I had already cut my consumption of sugar but afterward I cut it even more.

Exposes the truth about eating sugar and how the sugar industry fights to keep those facts hidden. I have given up sugar for over a year now (I found it was triggering my fibromyalgia) and lost 40 lbs. No other change to my diet or exercise. Just removed white sugar. Which is no easy feat as it is literally in 90% of every processed food item you might buy. Have to ask ourselves, "Why is there added sugar in processed items that has never been required in the recipes we make at home?" Answer: Because it is highly addictive and the manufactures and the sugar industry know that if you get some into your body you will want more and more. Getting off of sugar was like just getting off of an opioid. All the same withdrawal symptoms and cravings. Took a year to finally get rid of the major cravings. Sugar is killing us and is every bit as dangerous (if not more so because little children are fed it from toddler age on up) then cocaine. By the way. I have had no pain (except for accidentally ingesting some) from my fibromyalgia since I gave up sugar on November 3, 2013.

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