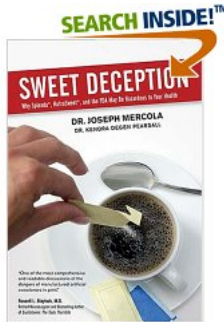


“Sweet Deception”



Author: Dr. Joseph Mercola
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Among the many things you'll learn in this book, here are just a few:

Regarding **Aspartame**, the base ingredient in 'NutraSweet' and 'Equal' (p.37):

- ✓ It has been called 'The World's Best Ant Poison' (p.46)
- ✓ Its meteoric rise in use in the 1980's very closely mirrors the explosion in Breast Cancer incidence (p.52)
- ✓ Formaldehyde, formed in the body when Aspartame is digested, is the chemical used to preserve cadavers (p.51)
- ✓ Phenylalanine and aspartic acid, the 2 amino acids in Aspartame, are considered "excitotoxins" because of how they are incorporated into Aspartame and have been found to cause headaches, mental confusion, balance problems, and seizures (p.46)

Regarding **Splenda**, now America's #1 consumed artificial sweetener (pg 69),

- ✓ It was accidentally discovered while trying to create new insecticides
- ✓ It is regarded as "a chemical cousin to DDT" (p.103)
- ✓ Up to 12% of Splenda consumed (p.97) may permanently absorb into your fat cells and "continue to poison you indefinitely" (p.92).
- ✓ Digestion products of Splenda can cause liver damage and deplete antioxidants (p.100)
- ✓ It can cross the placenta and affect the fetus during pregnancy (p.104)
- ✓ It can be VERY dangerous for diabetics because one of the sugars in Splenda (maltodextrin/dextrose) "will rapidly raise blood sugar" (p. 115).
- ✓ Splenda packets are actually 99% sugar, 1% sucralose, and costs almost 40 times more than sugar (p.113)
- ✓ Splenda is NOT good for baking because, when heated, it can break down to release a hazardous chemical called hydrogen chloride (p.119).

Regarding **The FDA**, the federal agency in charge of protecting you:

- ✓ Federal law prohibits the FDA from hiring experts with any potential conflicts of interest. The FDA waived this restriction more than 800 times from 1998-2000 (p.156).
- ✓ According to the Prescription Drug Fee User Act, the FDA collects "user fees" from the drug companies. These fees now make up 50% of the FDA's drug approval budget and 12% of the FDA's overall budget of \$1.3 billion (p.156).