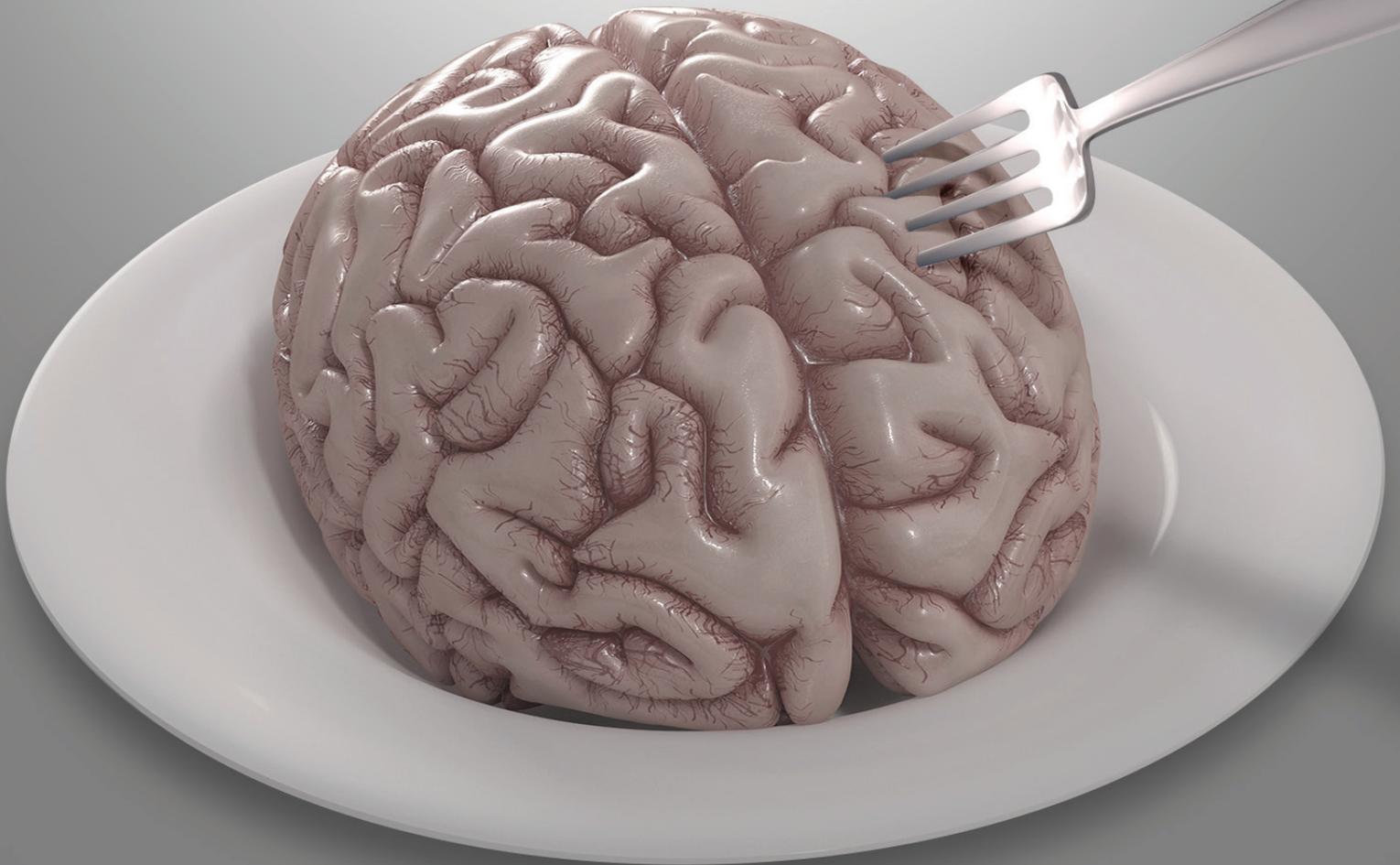


5

[MEMORY-KILLING]

FOODS TO NEVER EAT



5 [MEMORY-KILLING] FOODS TO NEVER EAT

Dr. Matthew Roberson

5 MEMORY-KILLING FOODS TO NEVER EAT

It is estimated that by the year 2050 the elderly (aged 65 or older) population will double the population of children (aged 0-14) for the first time in history. As a result of this demographic shift in the population, the prevalence of Alzheimer's disease is estimated to grow to nearly 9 million individuals in North America by 2050. What's more, the incidence of mild cognitive impairment, which involves greater than expected age-related problems with memory, language, thinking, and judgement, is estimated to affect an increasingly large segment of the elderly population. (Plassman et al., 2011)

According to researchers from Johns Hopkins University (Brookmeyer et al., 2007):

“We face a looming global epidemic as the world's population ages.”

In order to alleviate the health care costs and increase the quality of living in the aging population, it is crucial to explore methods that may slow or reverse the deleterious effects of aging. Fortunately, two of the primary factors that contribute to brain aging are arguably within in your control, as they can be directly influenced by your lifestyle choices, including the foods you do (or don't) eat:

- Oxidative stress
- Inflammation

In fact, an abundance of scientific data suggests that one of the most important factors mediating the deleterious effects of aging on cognitive function is oxidative stress, which is defined as “a disturbance in the balance between the production of reactive oxygen species (i.e., free radicals) and antioxidant defenses.” (Betteridge, 2000; Floyd, 1999)

The brain and central nervous system are particularly vulnerable to the effects of oxidative stress, and studies show that this vulnerability appears to increase with aging. (Joseph et al., 1998) Along these lines, a large number of neurodegenerative diseases are associated with excessive oxidative stress, including Alzheimer's disease, Parkinson's disease, Huntington's disease, and amyotrophic lateral sclerosis (ALS). (Mariani et al., 2005)

Mild cognitive impairment, which is considered an interim stage before dementia and is characterized by greater than normal age-related changes in memory, is associated with heightened levels of oxidative stress. (Praticò et al., 2002) What's more, various psychiatric disorders are associated with signs of oxidative stress, including anxiety disorders, Attention Deficit Hyperactivity Disorder, Chronic Fatigue Syndrome, Depression, Fibromyalgia, and Schizophrenia. (Salim, 2014)

Antioxidants slow down the aging process in the brain and body by binding to and neutralizing free radicals that can damage cellular structures. The body's antioxidant defense system is markedly effective at scavenging free radicals, which steal electrons from other molecules through a process called oxidation.

In order to operate at top form, the body's antioxidant defense system is highly dependent upon a continuous dietary supply of nutrient-dense, antioxidant-rich foods. Not surprisingly, researchers have repeatedly found that high fruit and vegetable intakes are positively correlated with antioxidant intake and cognitive performance. (Polidori et al., 2009)

Problems arise, however, when the body's production of free radicals exceeds its ability to neutralize them as well as when the defense system is running on low-quality fuel like that of Standard American Diet, which is composed of more than 70% processed foods with a heavy emphasis on refined carbohydrates, simple sugars, and industrial vegetable oils. (Eicher-Miller et al., 2012)

As you'll see, these very same "foods" contribute to oxidative stress (and inflammation) directly and secondarily through *dietary displacement*. In other words, if you're eating a diet that's composed of 70% processed foods, you're **not** eating a diet that's rich in nutrient- and antioxidant-rich foods (e.g., vegetables, fruits, fiber, beneficial bacteria).

Where there's oxidative stress there is also typically low-level chronic inflammation. It's no secret that chronic inflammation, often referred to as the "silent" killer, wreaks havoc throughout the body, particularly the brain. In fact, a growing body of scientific evidence indicates that increases in systemic markers of inflammation are associated with age-related declines in brain health. Along these lines, there's a wealth of observational studies in elderly populations consistently indicating an association between higher inflammatory levels and lower cognitive levels and higher risk of cognitive impairment over time. (Gorelick, 2010)

Numerous lifestyle and dietary factors seem to influence the body's inflammatory response, and as you might have guessed, the same contemporary diet that promotes oxidative stress also contributes to chronic inflammation. As you'll see, diets rich in industrial vegetable oils (i.e., high omega-6 fatty acid consumption), refined carbohydrates and simple sugars, trans fatty acids, and artificial ingredients—along with low intakes of omega-3 fatty acids, vitamins, minerals, antioxidants, and beneficial bacteria—contribute to the inflammation "plague" by fanning the inflammatory flames. (Bosma-den Boer et al., 2012)

With this background information in mind, here are the top five memory-killing foods to never eat.

Sugar and Refined Carbohydrates

A striking example of the connection between the regular consumption of processed carbohydrates and neurodegenerative disease is the association between diabetes and Alzheimer's disease. Specifically, folks who have Type 2 Diabetes, which is characterized by high blood sugar and insulin resistance, have a significantly increased risk to develop Alzheimer's disease. (Janson et al., 2004)

The #1 Worst Carb Ever (don't eat this)

At the link below, we're going to let the cat out of the bag on what is undoubtedly the #1 WORST carb EVER, and how the money-hungry food industry is conspiring to sneak this nightmare carb into just about everything.

In the end, this extremely common carb wreaks havoc on your fat-storing hormones in a MAJOR way, and has even been shown to hamper memory, slow brain activity, and increase your risk of Alzheimer's.

==> [The #1 Worst Carb EVER \(don't eat this\)](#)

This connection is so strong that doctors from the Rhode Island Hospital and Medical School at Brown University published a paper in 2008 in which they provided evidence that Alzheimer's should be considered Type 3 Diabetes. (de la Monte and Wands, 2008) The researchers reviewed evidence that Type 2 Diabetes causes brain insulin resistance, oxidative stress, and cognitive impairment.

In other words, the doctors suggest that the same nutrition behaviors and dietary habits—characterized by high intakes of refined, high glycemic carbohydrates—that have paralleled the upward trend in the prevalence of Type 2 Diabetes also seem to play a role in neurodegenerative conditions. (Gross et al., 2004)

What's more, in a 2002 study published in the journal *Depression and Anxiety*, researchers established a clear connection between sugar intake and rates of depression. The scientists found that depression rates in Japan are significantly lower than those in North America (i.e., United States and Canada), where the annual consumption of sugar is TWICE that of Japan. (Westover and Marangell, 2002)

When you consume simple sugars and refined carbohydrates, it can ultimately lead to the production of advanced glycation end products (AGE), an outcome that is initiated by the addition of sugar to proteins. This is of particular concern after exposure to

chronic high levels of blood sugar, which results from regular consumption of simple sugars and refined carbohydrates.

AGE's wreak havoc on the body's tissues, including the brain, as they increase inflammation and oxidative stress. Glycation and AGE's have been associated with a variety of brain conditions, and researchers from Sapporo Medical University in Japan first identified that AGE's are an important factor in the progression of various neurodegenerative diseases including Alzheimer's disease, Parkinson's disease, and amyotrophic lateral sclerosis (ALS). (Sasaki et al., 1998)

Numerous studies have demonstrated a connection between chronic high levels of blood sugar (i.e., hyperglycemia) and progressive decline in brain function. In one study, researchers at the University of Minnesota reported that diabetes is associated with reduced cognitive performance. (Kodl and Seaquist, 2008) The author found all of the following cognitive domains to be negatively affected by Type 2 Diabetes:

- Memory
 - Verbal memory
 - Visual retention
 - Working memory
 - Immediate recall
 - Delayed recall
- Psychomotor speed
- Executive function
- Processing speed
- Complex motor function
- Verbal fluency
- Attention
- Depression

In a study published in the *British Journal of Nutrition*, researchers from the Human Nutrition Research Center on Aging at Tufts University in Boston found that non-diabetic subjects who consumed more sugar on a regular basis performed worse on a battery of cognitive function assessments. (Ye et al., 2011) In other words, the authors found that higher sugar intake is associated with lower cognitive function.

What's more, there's evidence that the harmful effects of sugar can occur after a single instance of overeating sugar. In one study published in the *Diabetes Care* journal, participants experienced increased feelings of sadness and anxiety as well as impaired memory, attention, and cognitive performance during acute phases of high blood sugar. (Sommerfield et al., 2004) Researchers from the University of Virginia found that participants were more likely to perform simple subtraction errors and cognitive dysfunction with acute hyperglycemia. (Cox et al., 2005)

Eat this TWICE daily for accelerated fat loss

At the link below, we're going to show you the #1 fat-burning meal of ALL-TIME, and how by eating this simple meal twice daily, you can shed fat faster AND easier than ever before.

Even better, you can prepare this simple fat-melting meal in less than 60 seconds.

No, it's not too good to be true.

==> [The #1 Fat-Burning Meal \(Eat this 2xs a day\)](#)

In a study that was published in the journal *Diabetologica*, researchers from the University of Toronto compared the effects of consuming a low glycemic meal versus a high glycemic meal (i.e., white bread) on cognitive function. They found that performance measures of working memory, executive function, and auditory selective attention following bread consumption (i.e., high glycemic meal) were significantly worse than that following the low glycemic meal. (Papanikolaou et al., 2006)

If you stick to minimally-processed, nutrient-dense foods, your diet will already be largely void of processed sugars and refined carbohydrates, which contribute to inflammation, oxidative stress, and AGE formation. When grocery shopping, it's a good idea to read the ingredients on labels of any packaged foods you plan to purchase, as there are numerous synonyms for sugar, and food manufacturers add sugar to many foods you'd never expect. Here are some additional names that you

might find in an ingredients list:

- Sucrose
- Fructose
- Glucose
- Maltose
- Dextrose
- Maltodextrin
- High-fructose corn syrup
- Corn syrup
- Invert sugar
- Hydrolyzed starch
- Cane sugar
- Honey
- Agave nectar
- Sugar beets
- Maple syrup
- Brown sugar
- Molasses

Likewise, you can lump refined carbohydrates like processed flours and the “foods” made with them (e.g., breads, bagels, noodles, pastas, baked goods, etc.) into this category. These high glycemic carbohydrates increase markers of inflammation and levels of free radicals, which contribute to oxidative stress. (Hu et al., 2006; Liu et al., 2002)

Artificial Sweeteners

Artificial sweeteners are commonly added to foods and drinks as sugar substitutes with the goal of adding sweetness without the calories. As a result, they are often viewed favorably, particularly by health enthusiasts and those folks who are interested in weight loss.

First off, studies are inconclusive at best when it comes to artificial sweeteners being effective for weight management. In fact, there’s plenty of research suggesting the contrary as researchers have made a connection between artificial sweeteners and weight gain.



30 second daily “trick” FLATTENS your belly

How would you like to flatten your belly in just 30 seconds a day?

Well, you CAN.

In fact, it’s almost ironic... this 30 sec trick is by far one of the most effective fat loss strategies our clients have EVER tried, and it’s also the easiest to implement.

Literally, just 30 seconds a day:

==> [30 second daily trick FLATTENS your belly](#)

In one study that recently appeared in the scientific journal *Appetite*, scientists compared the effects of feeding rats yogurt sweetened with either sucrose (i.e., table sugar) or the artificial sweeteners saccharin and aspartame on body weight and total caloric intake. The researchers found that, compared to sucrose, the addition of the artificial sweeteners to yogurt resulted in increased weight gain, despite similar total caloric intake among groups. (Feijó et al., 2013)

Furthermore, scientists speculate that the “consumption of products containing artificial sweeteners may lead to increased body weight and obesity by interfering with fundamental homeostatic, physiological processes.” Specifically, researchers have found that reducing the correlation between the sweet taste and caloric content of foods (by using artificial sweeteners) leads to increased body weight and body fat. (Swithers and Davidson, 2008)

Along the lines of trying to “trick” the brain, there’s evidence to suggest that artificial sweeteners may have a direct negative impact on brain health. In a study published in the journal *Drug and Chemical Toxicology*, researchers found that long-term consumption of aspartame significantly reduced glutathione concentrations in the brain. (Abhilash et al., 2013)

Glutathione is an important component of the brain's antioxidant defense system, and the researchers found that aspartame ingestion led to an imbalance in the antioxidant/pro-oxidant status in the brain, which is the definition of oxidative stress. Along these lines, reduced glutathione concentrations are associated with Alzheimer's disease and numerous other neurodegenerative conditions, an unsurprising fact given its role in preventing oxidative stress. (Schulz et al., 2000)

In a study just recently published in the journal *Redox Biology*, researchers once again connected aspartame to altered neural function and neurodegeneration. In this study, researchers from India found that long-term consumption of aspartame, a sugar substitute consumed by roughly 200 million people worldwide, significantly increased oxidative stress (e.g., reduced glutathione, increased free radicals) in the brains of rats leading to distorted brain function and to the death of brain cells. (Ashok and Sheeladevi, 2014)

While many of the studies on artificial sweeteners have been conducted on animals—perhaps understandably so—there is some emerging human evidence as well. For instance, in a study recently published in the journal *Research in Nursing & Health*, researchers from the University of North Dakota assessed the short-term effects of aspartame on neurobehavioral effects. The researchers found that subjects consuming a moderate amount of aspartame for 8 days were more irritable in mood, exhibited more depression, and performed worse on spatial orientation tests. (Lindseth et al., 2014)

The far-reaching impact of artificial sweeteners may extend to the “second brain” (i.e., the gut) as well. In a study published in the *Journal of Toxicology and Environmental Health*, Duke University researchers found that consumption of the artificial sweetener sucralose for 12 weeks alters the gut microflora by significantly reducing the amount of good bacteria (i.e., probiotics) in rats. Even after a 12-week recovery period, the number of probiotics still remained significantly depressed. (Abou-Donia et al., 2008)

This research is very important for numerous reasons. One of the primary functions of the beneficial bacteria in the gut is to produce anti-inflammatory chemicals called cytokines. Along these lines, probiotics also help to down-regulate pro-inflammatory cytokines. As you can see, disturbing the delicate bacterial ecosystem of the gut can play a significant role in increasing inflammation. (Bahrami et al., 2011)

Do you POOP enough?

Please excuse the somewhat personal nature of this excerpt, but the information we are about to share below is extremely important for both you and your digestive health.

You may not think that you're constipated, but in reality, it is VERY likely that you ARE.

You see, constipation is not simply "not being able to go", or only eliminating once a week...that's severe constipation. The truth is, a healthy digestive system should be eliminating after every meal.

Are you moving your bowels several times a day, once for every meal you eat? If not, you are suffering from constipation, which will cause a buildup of toxins and undigested, rotten, putrid food in your digestive system.

This can make it much harder for you to lose fat while also wreaking havoc on your digestive system and overall health...really bad stuff. Just imagine all that rotted, disgusting food sitting there in your digestive system...yuck!

Fortunately, this can be corrected rather quickly, with a few simple steps:

==> [4 tips for healthy digestion and regular bowel movements](#)

Another important role of beneficial bacteria is that they displace bad, or pathogenic bacteria. This is crucial to the conversation because pathogenic bacteria in the gut secrete a toxin called lipopolysaccharide (LPS). LPS is a potent inflammatory agent, and studies have shown that increases in LPS can reproduce many of the behavioral, inflammatory, neurochemical, and neuropathologic changes seen in the brains of patients with Alzheimer disease as well as producing changes in spatial learning and memory behavior. (Yamada et al., 1999)

With all of this in mind, it seems best to avoid the list of common artificial sweeteners below, which are frequently found in “diet,” “sugar-free,” and other health food products. Common artificial sweeteners include:

- Aspartame
- Sucralose
- Acesulfame Potassium (Ace-K)
- Saccharin

As an alternative low-calorie sweet substitute, you might consider using stevia, erythritol, or xylitol (preferably not made from corn).

Genetically Modified (GM) Foods

Arguably one of the most controversial topics in human health and nutrition is that of genetically modified (GM) “foods.” GMOs, or genetically modified organisms, are plants or animals created through a process called genetic engineering (GE). This experimental technology, a form of food biotechnology, involves the combination of DNA from multiple different species to create unique specimens that would not naturally occur in nature or through typical crossbreeding.

Biotechnology corporations are quick to tout the potential benefits of GMOs, which include crops that claim to be herbicide, insecticide, and drought resistant. In some cases, crops are said to have enhanced nutritional benefits, altered fatty acid profiles, and delayed ripening.

Despite these claims, there is a growing body



of evidence that connects GMOs with health problems, environmental damage, and a violation of the rights of both farmers and consumers. Furthermore, many developed nations do not consider GMOs to be safe. In fact, more than 60 countries globally place severe restrictions or complete bans on the use and sale of GM crops. This list includes all of the countries in the European Union, Australia, and Japan. (Davison, 2010)

Various studies conducted in animals have identified the following health risks associated with the consumption of GM foods:

- Accelerated aging
- Allergies
- Altered genes associated with cholesterol synthesis, insulin regulation, and protein formation
- Changes in liver, kidney, and spleen function
- Infertility
- Immune system compromise

For a detailed, evidence-based review of the claims made for the safety and efficacy of GMOs, you may consider reading the research paper titled “GMO Myths and Truths” by authors Michael Antoniou, Claire Robinson, and John Fagan. (Fagan et al., 2014)

With regard to brain health and cognitive function, there are a number of potential concerns when it comes to GMOs. For example, 80% of all GMOs grown worldwide are designed to tolerate toxic herbicides (e.g., glyphosate). As a result, the use of toxic herbicides has significantly increased since GMOs were introduced. (Benbrook, 2012)

This impacts not only the foods that you consume, but also the air you breathe and the water that you drink. In a study published in the journal *Environmental Toxicology and Chemistry*, researchers from the University of Minnesota found that two-thirds to 100% of air and water samples in Mississippi and Iowa tested in 2007 – 2008 contained glyphosate. (Chang et al., 2011)

Do this ONCE per day (takes seconds; 11 major health benefits)

Could it really be that ingesting this one single “super nutrient” from good ol’ Mother Nature, just ONCE per day, could provide ALL of these incredible health benefits at the SAME time?

1. Increased heart health
2. Sharpened focus
3. Heightened memory
4. Reduced joint pain
5. Improved eye health
6. Greater bone density
7. More youthful skin, nails, and hair
8. Mood enhancement
9. A slimmer waistline
10. Natural hormonal enhancement
11. Anti-aging benefits

...AND MORE?

Yes, it’s true, and at the link below we’re going to tell you ALL about this breakthrough “super nutrient” and exactly where you can find it (inexpensively) so you can begin experiencing all of the above benefits for yourself—quickly and easily—each and every day.

In fact, according to many top medical doctors today, this single “super nutrient” just may be the most important nutrient EVER for your health, well-being and longevity.

==> [Do THIS once per day \(takes seconds; 11 major health benefits\)](#)

According to a peer-reviewed report published in the journal *Entropy*, these same toxic herbicides that are found in the foods you eat, the air you breathe, and the water you drink could very well be linked to a wide variety of health problems, including Alzheimer's disease, depression, Parkinson's disease, autism, and various cancers. (Samsel and Seneff, 2013)

You're already familiar with the damage that the slow-burning fire otherwise known as chronic inflammation can have on brain health and cognitive function, and the authors of the aforementioned study concluded that glyphosate's "negative impact on the body is insidious and manifests slowly over time as inflammation damages cellular systems throughout the body."

In addition to chronic inflammation, studies also show that glyphosate exposure is also associated with oxidative stress. (Cattani et al., 2014; El-Shenawy, 2009; Nwani et al., 2013) That means, when it comes to contributing to the deleterious effects of brain aging, glyphosate is a perfect two for two: Increasing inflammation and inducing oxidative damage.

According to the Non-GMO Project, the following crops are considered or being monitored as "high-risk" GMO crops:

- Alfalfa
- Canola (approximately 90% of all US canola crops are GM)
- Corn (approximately 88%)
- Cotton (approximately 90%)
- Flax
- Hawaiian papaya
- Rice
- Soy (approximately 94%)
- Sugar beets (approximately 95%)
- Wheat
- Zucchini and yellow summer squash

The Non-GMO Project also names the following common ingredients derived from high-risk GMO crops: Amino Acids, Aspartame, Ascorbic Acid, Sodium Ascorbate, Vitamin C,

Citric Acid, Sodium Citrate, Ethanol, Flavorings (“natural” and “artificial”), High-Fructose Corn Syrup, Hydrolyzed Vegetable Protein, Lactic Acid, Maltodextrins, Molasses, Monosodium Glutamate, Sucrose, Textured Vegetable Protein (TVP), Xanthan Gum, Vitamins, Yeast Products.

2 minute “cleanse” kills toxic parasites LIVING in your belly

Due to exposure to an array of common foods, beverages, and over-the-counter medicines, 9 out of 10 people’s guts have been infested with toxic, parasitic bacteria that is DESTROYING their health and making it virtually impossible for them to drop fat from their biggest problem areas...and that very likely means you.

Fortunately, there’s a quick 2 minute “cleanse” that you can perform today, almost without thinking, to correct this dangerous imbalance. Just follow the simple steps given at this link:

==> [2 minute “cleanse” kills toxic parasites LIVING in your belly](#)

With that list, it may be apparent how ubiquitous GMOs may be in the food supply. In fact, it’s estimated that GMOs are present in as much as **80% of conventional processed food**. Once again, it may not be surprising that the recommendation here is to avoid processed and packaged foods in favor of minimally-processed, nutrient-dense whole foods, including organic and non-GMO certified options when appropriate.

Alcohol

GOVERNMENT WARNING: *According to the Surgeon General, consumption of alcoholic beverages impairs your ability to drive a car or operate machinery.*

The above is an excerpt from the health warning statement that is required by law to appear on the container of every alcoholic beverage in the United States, and if you’ve ever had a drink, then you likely know that your decision-making can be altered. That’s

not to say that alcohol is inherently “bad.” In fact, moderate alcohol consumption may have a beneficial effect on inflammation.

In one study published in the journal *Diabetologia*, Harvard researchers found that moderate alcohol consumption was associated with lower levels of key markers of inflammation, including

fibrinogen and TNF-R2. The researchers concluded that “moderate alcohol intake may have a beneficial effect on markers of inflammation.” (Shai et al., 2004) What’s more, researchers have found that moderate red wine consumption (1 – 2 glasses per day) decreases markers of inflammation, including C-Reactive Protein, and significantly increases the number of beneficial bacteria in the gut. (Queipo-Ortuno et al., 2012)



There are numerous studies that suggest drinking alcohol in moderation benefits brain function, improves cognition, and reduces cognitive impairment. For instance, researchers from University College London in England assessed the effects of alcohol consumption on cognitive function amongst over 6,000 men and women from the United Kingdom as part of the Whitehall II study. The authors found that subjects who reported moderate alcohol consumption performed significantly better on tests of cognitive function compared to those who abstained. (Britton, 2004)

In a study published in the *American Journal of Epidemiology*, researchers from Boston University used data from the Framingham Heart Study, a large, prospective study of cardiovascular disease, to examine the relationship between alcohol consumption and cognitive ability amongst nearly 2,000 men and women. They found that subjects who drank moderately performed better than abstainers on various tests of cognitive function, including verbal memory, learning, visual organization and memory, attention, abstract reasoning, and concept formation. (Elias et al., 1999)

In another study that appeared in the prestigious *New England Journal of Medicine*, researchers evaluated the cognitive function of over 12,000 women aged 70 - 81 as part of the Nurses’ Health Study. Again, the scientists found that moderate alcohol

consumption (about one drink per day) does not impair cognitive function and may actually decrease the risk of cognitive decline. (Stampfer et al., 2005)

Do THIS twice daily to burn BELLY FLAB

Exciting news to share with you today... There's a new way to burn belly fat that has been shown in more than a DOZEN research studies to help you burn fat and slim your waist at an accelerated rate.

In fact, one breakthrough study showed that those who performed this belly-burning trick just twice daily **burned 400% more fat** than those who didn't. Another study published in the Journal of International Medical Research showed that those using this powerful flab-burning trick lost 20% of their body fat in just 12 weeks. And get this... the trick takes less than a minute to perform!

Would you like to burn 400% more fat by using this quick, belly-busting trick just twice daily? We show you exactly how to do it here:

==> [Do THIS twice daily to burn BELLY FLAB \(takes less than 1 min\)](#)

As you'll notice, there's quite a bit of evidence to suggest that moderate alcohol consumption is associated with improved cognitive function and decreased likelihood of cognitive decline. Generally speaking, "moderate" consumption is defined as 1 – 2 drinks per day, with 1 drink being equivalent to:

- 12-ounce beer (5% ALC)
- 5-ounce glass of wine (12% ALC)
- 3-ounce fortified wine (e.g., sherry, port; 18% ALC)
- 1.5-ounce liquor (e.g., vodka, whiskey; 40% ALC)

However, when alcohol consumption is excessive, problems arise. For instance, it's generally accepted that drinking alcohol regularly in excess impairs cognitive function and leads to brain atrophy. (Chick et al., 1989) Additional studies on chronic excessive

alcohol consumption have consistently shown brain atrophy (i.e., shrinking brain) amongst alcoholics. (Agartz et al., 1999; Pfefferbaum et al., 1992)

What's more, drinking more than moderate levels of alcohol can result in oxidative stress, which contributes to an aging brain and cognitive impairments. (Wu et al., 2006)

In a study published in the journal *Neurology*, researchers from the United Kingdom found that there was a dose-dependent response between alcohol consumption and cognitive function amongst men. Specifically, excessive alcohol consumption was associated with faster cognitive decline compared with light to moderate alcohol consumption. (Sabia et al., 2014)

Even acute episodes of excessive alcohol consumption, also known as binge drinking, appear to have negative effects on cognitive and emotional functioning, including increased impulsivity, impairments in spatial memory, and impaired learning. (Stephens and Duka, 2008)

Taken into context, light to moderate alcohol consumption may decrease the risk of cognitive decline and perhaps even improve cognitive function. However, excessive alcohol consumption—both acute and chronic—has deleterious effects on the brain, cognitive performance, and emotional functioning.

Vegetable Oils

The human brain is made up of 60% fat, and your food choices directly influence its composition. What's more, the types of fat you choose to eat can directly contribute to chronic inflammation and brain aging.

Experts estimate that throughout human history the optimal ratio for consumption of omega-6 fatty acids (e.g., linoleic acid) to omega-3 fatty acids (e.g., alpha linolenic acid, DHA, EPA) was about 1:1. With the contemporary diet, this ratio has shifted dramatically in favor of omega-6 fatty acids to 20:1. (Simopoulos, 1998) While there are multiple explanations, including a decrease in omega-3 fatty acid consumption from freshwater fish, researchers attribute this in large part to the ubiquity of vegetable oils (e.g., soybean oil) present in the Western diet. (Blasbalg et al., 2011)

This is important for a number of reasons, especially when it comes to managing inflammation. For example, omega-3 fatty acids have anti-inflammatory effects (e.g., suppress interleukin 1beta (IL-1beta), tumor necrosis factor-alpha (TNF-alpha) and interleukin-6 (IL-6)) whereas omega-6 fatty acids do not. (Simopoulos, 2006) What's more, studies show that omega-6 fats promote inflammation, particularly when they are consumed in excess of omega-3 fats. (Bosma-den Boer et al., 2012)

In a study published in the *European Journal of Clinical Nutrition*, French researchers assessed the effects of a 10-week diet modification to decrease the ratio of omega-6 to omega-3 fats in healthy subjects on various health parameters, including inflammatory markers. (Guebre-Egziabher et al., 2008) The researchers found that diet intervention (i.e., decreased omega-6 and increased omega-3 fatty acids) resulted in significant reductions in TNF-alpha and "multiple favourable effects on the metabolic and inflammatory profiles."

The modern food supply is rife with industrial vegetable oils rich in inflammatory omega-6 fatty acids (e.g., soybean, safflower, sunflower, corn, etc.), and research suggests that an increase in omega-3 fatty acids (e.g., freshwater fish, fish oil supplements) and a concomitant decrease in omega-6 fatty acids is crucial to managing inflammation and reducing the risk of inflammation-related diseases, including mood disorders, mental illnesses, and cardiovascular disease. (Hibbeln et al., 2006; Parker et al., 2006; Simopoulos, 2002)



Never eat this type of fish (EVER)

While we've been led to believe that fish is one of the healthiest food choices around, what you probably didn't know is that there are 4 specific types of fish -- all very common -- that you should literally NEVER eat due to incredibly high levels of contamination that can and WILL hammer the delicate cells of your body with **toxic inflammation...**

In the end, this toxic inflammation build up contributes to achy joints, premature aging of the skin (and less visible organs like the heart, kidneys, and liver), difficulty shedding excess weight, cognitive decline, forgetfulness, feeling blue and moody, and so much more...

Whatever you do, **AVOID these 4 types of fish** like the plague:

==> [NEVER eat this type of fish \(EVER\)](#)

Watch out!

You're not entirely to blame for the increase in omega-6 fatty acid consumption. In fact, advice to substitute industrial vegetable oils rich in these polyunsaturated fatty acids for animal fats high in saturated fatty acids has been a cornerstone of worldwide dietary guidelines for the past half century. (CCMMCPAH, 1961)

However, in a study published in the *British Medical Journal* in 2013, scientists (including researchers from the National Institutes of Health) found that this advice is heavily misguided, concluding that "substituting dietary linoleic acid (i.e., vegetable oils) in place of saturated fats increased the rates of death from all causes, coronary heart disease, and cardiovascular disease." (Ramsden et al., 2013)

While omega-6 fatty acids are indeed important, a deficiency is nearly impossible, as you'll get more than enough of these essential fats when you consume a diet rich in minimally-processed, nutrient-dense whole foods. You can start to reduce your

consumption of omega-6 fatty acids by eliminating processed foods including the following industrial vegetable oils, which you'll find in all kinds of packaged goods (e.g., salad dressings, sauces, breads, baked goods, prepared foods, and more):

Percentage of omega-6 and omega-3 fatty acids in common industrial vegetable oils:

Oil	Omega-6	Omega-3
Safflower	75	0
Sunflower	65	0
Corn	54	0
Cottonseed	50	0
Soybean	51	7
Peanut	32	0
Canola	20	9

To help boost your brain power, here are two more memory-killing foods to never eat.

High Fructose Corn Syrup

If the information on sugar and simple carbohydrate consumption wasn't enough, there's additional evidence that high-fructose corn syrup may be particularly adept at decreasing cognitive function and negatively impacting brain health.



Do THIS before eating carbs (every time)

At the link below, we're going to show you our #1 carb-fighting trick that you can use each and every time you eat carbs. This simple carb-fighting "ritual" is clinically proven to:

- *Lower your blood sugar
- *Increase insulin sensitivity
- *Decrease fat storage
- *Increase fat burning

Even better, you can perform it in just a few seconds...and it WORKS like gangbusters.

==> [Do THIS before eating carbs \(every time\)](#)

In a 2012 study published in the *Journal of Physiology*, researchers from UCLA found that high-fructose diets can sabotage learning and memory. (Agrawal and Gomez-Pinilla, 2012) Specifically, rats fed a high-fructose diet for six weeks were significantly slower in navigating through a maze they were previously introduced to, and they also showed problems with brain signaling that affects memory and thinking skills.

Lead researcher Fernand Gomez-Pinilla said this about the findings:

"Eating a high-fructose diet over the long term harms your brain's ability to learn and remember information. We're most concerned about the fructose in high-fructose corn syrup, which is added to manufactured food products as a sweetener and preservative."

In a study just published in the journal *Hippocampus*, researchers from the University of Southern California found that high-fructose corn syrup consumption impaired learning and memory in young rats. (Hsu et al., 2015) What's more, the rats showed significantly increased markers of inflammation (e.g., IL-6), which is a heavy contributor to declining brain health and cognitive function.

If you didn't already have enough reasons to avoid high-fructose corn syrup—and added sugars in general—it appears like it has the potential to hamper your memory and contribute to an aging brain.

Trans Fats

Hydrogenation is the industrial process of chemically changing an oil (e.g., polyunsaturated) into one that is heat stable albeit damaged. Hydrogenation is the process that makes trans fats. It increases the shelf-life of commercially-prepared baked goods, vegetable oil spreads, and packaged foods. It also increases inflammation and the rate at which the brain ages (and shrinks).



In a study that appeared in the *American Journal of Clinical Nutrition*, a group of scientists, including renowned Harvard researcher Walter Willett, investigated the relationship between trans fatty acid intake and inflammation amongst a group of over 800 healthy women as part of the Nurses' Health Study. Not surprisingly, they found that trans fatty acid intake is positively associated with markers of inflammation. In other words, the researchers found that women who consumed more trans fatty acids demonstrated significantly higher levels of inflammation. (Mozaffarian et al., 2004)

In another study published in *The Journal of Nutrition*, Harvard researchers evaluated the diets of over 700 healthy women between the ages of 43 – 69 to assess any correlations between food intake and markers of inflammation. They found that women with the highest intakes of trans fatty acids had a 73% higher level of C-Reactive Protein, a marker of chronic inflammation, compared to women with the lowest intakes. (Lopez-Garcia et al., 2005)

In addition to the strong connection between trans fat consumption and chronic inflammation, researchers have also identified an association between trans fatty acid intake and brain aging and cognitive function.

In a study published in the journal *Neurology* in 2012, brain researchers from Oregon found that, amongst a group of nearly 300 participants over the age of 65, trans fat intake was associated with decreased cognitive performance and less total brain volume. (Bowman et al., 2012) In other words, the scientists found that trans fatty acids have the potential to literally shrink your brain.

You won't find industrially produced trans fatty acids (e.g., hydrogenated and partially hydrogenated oils) in any minimally-processed, nutrient-dense whole foods. Instead, they will commonly be found in a similar cast of characters (e.g., processed, packaged foods) that have previously been mentioned.

Save Your Brain, Ditch the Processed Foods

Two of the primary factors contributing to cognitive decline and brain aging are oxidative stress and inflammation. As has been detailed above, there are lifestyle factors well within your control, namely your food choices, that can directly impact your ability to manage these variables and slow or reverse the deleterious effects of aging.

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