



Chapter 3

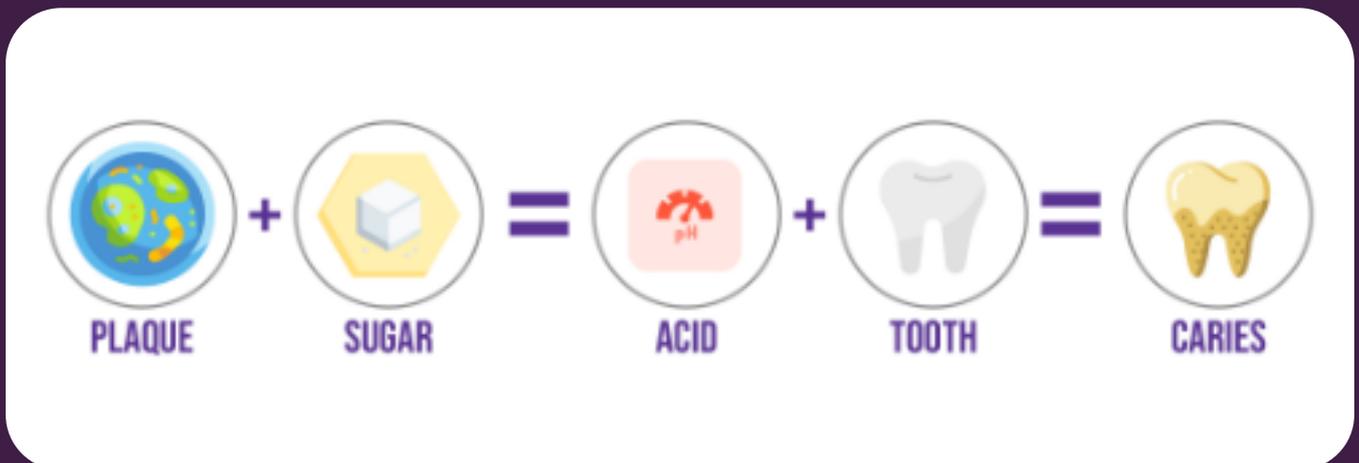
Stop the Sugar Attack

If you think that sugar's only adverse effect is on our teeth then it's time to swallow the bitter pill – it is not really as sweet and simple as that! In fact, sugar is a far bigger devil (threat)? As its excess leads to weight gain, elevates blood lipid levels and increases inflammation in our body.

Why is it important to be careful?

Mindless consumption of sugar in our diet does not just lead to diabetes; it can speed up heart disease, grow gallstones, hasten hypertension, cause arthritis, and even aggravate adult acne and wrinkles.

- ★ Every 5 gm (1tsp) of sugar adds an extra 20 calories, and slowly these calories add up and lead to weight gain. So, if you are skipping meals to get thin but not putting a lid on how much sugar you are eating, then you are going on the wrong path. Those inches won't melt.
- ★ The connection between sugar and dental caries is known to everyone, and it can come in between you and your 100watt smile. Bacteria thrive on sugar. More sugar consumption leads to more food for the bacteria which increased thrive and multiply and produce acid. And when bacteria are more, more acid is produced. This acid eats away at the tooth enamel leading to holes or caries. And yes, adults are equally susceptible too



- ★ Too many ladoos or chocolates might show up as pimples on your face (and early wrinkles with time), as sugar leads to inflammation in the body, one side effect of which could be bad skin too. This is because too much sugar in the bloodstream attaches to proteins to form advanced glycation end products (AGEs), which damage the collagen and elastin, the protein fibers that keep skin firm and elastic. Keeping diet low in sugar (and fat) keeps the wrinkles and acne at bay.

So how much to have?

When it comes to sugar, lesser the better. Ideally 4-5 tsp in a day according to Indian Dietary Guidelines. This includes the sugar you add to beverages and foods as well as sugar present as an ingredient in any foodone , one must limit the intake of sugar specially in hidden sources. WHO recommends 5% of the total energy from sugar. But sugar is not just the table sugar that you consume; added sugars can be found in everything from cereal bars to salad dressings, and even in seemingly healthy foods like granola, flavoured yoghurts, instant cereal mixes, protein bars, canned fruits, and even in juices, sports drinks and iced teas. So ,**read labels carefully.**

Look out for

While there is certainly nothing wrong with having moderate amounts of sugar in your diet, what is damaging is how fast it adds up. There is just too much sugar in almost everyone's diets these days and we end up unwittingly consuming it at an astoundingly high and unhealthy level - even if we don't have a sweet tooth. So to keep a lid on consumption look out for:

- ★ The umpteen teaspoon of sugar that you add to your tea, coffee, milk, iced tea, lemonade, lassi, cocktails.
- ★ The packaged juices, flavoured yoghurts, canned fruits, cereal bars, chocolates, cookies, aerated drinks (, processed foods, granola, sports drinks, even ketchup and salad dressings.
- ★ Read the labels carefully. Added sugars include all kinds of sugars and syrups that are added in a product during processing to make it taste better. Check the box to know about the different kinds (names) of sugars.



Aaj se thoda kam – cheeni kam

The **Aaj se thoda kam Campaign** is nudging people to:

- ★ Gradually reduce the use of sugar in their daily diet
- ★ Track and monitor the consumption of sugar at home – buy and use only a fixed quantity every month
- ★ Use naturally sweet ingredients rather than refined sugars. For example, in fruit-based desserts add more fruits for natural sweetness.
- ★ Limit the intake of cakes, pastries, confectionary and sweets prepared with refined cereals containing high amounts of sugar.
- ★ Limit the consumption of sugar or carbonated sweetened beverages and sugary snacks
- ★ Instead of drinking fruit juice, eat fresh whole fruits. It provides fibre, which gives a feeling of fullness and fewer calories.
- ★ Moderate the intake of sugar-preserved foods like jams, jellies, marmalades and sugarsnacks.
- ★ Prevent children from overindulging chocolates and candies that may put them at risk of obesity, and other non-communicable diseases later in life
- ★ Limit the amount of desserts and use less sugar in preparing them.
- ★ Use of condiments such as nutmeg, cinnamon could be added to reduce the need of sugar in the dish.



One Final Tip

To keep sugar cravings away it is very important to keep the blood sugar stable by starting the day with a nutritious breakfast and having smaller meals throughout the day.

Read food labels carefully

Knowing about different kinds of sugars goes a long way in controlling blood sugar.

Brown sugar:

These are sugar crystals coated with molasses.

Maltose:

Maltose is the breakdown product of the starches. It is formed when two molecules of glucose combine.

Fructose:

It is the naturally occurring sugar in the fruits and honey. One and a half times as sweet as sucrose but with the same caloric content,

Molasses:

Also referred to as the golden syrup and is often listed in the list of ingredients for making cakes.

Glucose:

This naturally occurring sugar is found in fruits, some vegetables and honey. It results in a quick and significant rise in blood sugar.

Sorbitol:

A sugar alcohol, which is present naturally in fruits. It is more slowly absorbed than glucose.

Honey:

Other form of sugar like honey contains about 35 per cent glucose, 40 per cent sucrose and 25 per cent water.

Sucrose:

Known as table sugar, it is refined sugar that is made from sugarcane.

Lactose:

Form of sugar naturally present in milk.





The need for sugar free products has given rise to 'sugar substitutes or artificial sweeteners'. Sugar substitutes or artificial sweeteners also called as non-nutritive sweeteners, contain few or no calories or nutrients. They used instead of sugars (i.e., sucrose, corn syrup, honey) to sweeten foods, beverages and other products, such as oral care products and certain medications. In India the FSSAI has approved five artificial sweeteners, namely, **Saccharin sodium**, **Aspartame** (methyl ester), **Acesulfame potassium**, **Sucralose**, and **Neotame**. These are available under different brand names. However, it is advisable to be cautious in their consumption. It is best to stick to naturally sweet foods.