



Pure, White and Deadly: How sugar is killing us and what we can do to stop it

By John Yudkin, Robert H. Lustig

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Sugar. It is killing us. Why do we eat so much of it? What are its hidden dangers? In 1972, when British scientist John Yudkin first proved that sugar was bad for our health, he was ignored by the majority of the medical profession and rubbished by the food industry. We should have heeded his warning. Today, one in four adults in the UK are overweight. There is an epidemic of obese six-month-olds around the globe. Sugar consumption has tripled since the Second World War. Using everyday language and a range of scientific evidence, Professor Yudkin 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. Brought up to date by childhood obesity expert Dr Robert Lustig MD, his classic exposé on the hidden dangers of sugar is essential reading for anyone interested in their health, the health of their children and the health of modern society.

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Editorial Review

Review

Using everyday language and a range of scientific evidence, this book explores the ins and out of sugar, from the different types - is brown sugar really better for us than white? - to how it is sneakily inserted in our everyday foods. Telegraph, Top 10 Diet Books [A] valiant ... attempt to warn us against our lust for sucrose British Medical Journal Arguably the leading nutritionist of his time Guardian A landmark work on the subject The Telegraph A medical classic -- Jack Winkler Nutrition Policy Unit, London Metropolitan University Yudkin was far ahead of his time with his idea of nutrition as a subject of great breadth: not just the study of the composition of foods, but the importance of enjoying a variety of fresh foods, and the recognition of the psychological and social factors that cause us to choose certain foods and avoid others Independent As an isolated voice, Yudkin, who died in 1995, may have lost the battle with the sugar industry four decades ago, but big food will find it more difficult to silence his growing army of disciples whose only incentive is to expose what's right for public health Guardian

About the Author

John Yudkin (1910-95) was a British physiologist and nutritionist, whose books include This Slimming Business, Eat Well, Slim Well and This Nutrition Business. He became internationally famous with his book Pure, White and Deadly, first published in 1972, and was one of the first scientists to claim that sugar was a major cause of obesity and heart disease.

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