

3 “Health” Foods to STOP Eating

- URGENT SPECIAL REPORT -



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Your World Is About To Get Turned Upside Down!

As a holistic nutritionist I'm often amazed (and disgusted) at what the food industry is allowed to get away with.

And today I want to blow the whistle on 3 supposedly healthy foods that I would recommend you avoid.

These are classes of foods that have "beaten" into our minds as being healthy and great alternatives for those looking to lose weight and enjoy greater.

But as you'll see, these 3 foods are really just big fat lies.

Before we begin, let me say that...

What follows is very important information and if you find that it helps you then PLEASE forward this FREE report onto your friends, colleagues, and family members. More people need to know the truth about what's happening to our foods and how that is affecting us!

Ok...

Let's get right into it.

Your friend and coach,



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Registered Holistic Nutritionist
Co-Creator, [Total Wellness Cleanse](http://TotalWellnessCleanse.com)

#1 - Unfermented Soy

It's true.

Soy is one of the highest plant sources of protein but that's about all it's got going for it, especially in its unfermented form.

Because soy is such a high source of protein (at 35% of the raw bean), it has made the global factory farming of livestock for cheap meat a possibility. It is now an everyday staple agricultural feeds for intensive chicken, beef, dairy, pig and fish farming. And soy increases the protein content of processed meat products.

In the last 50 years, soy has become the food industry's "go-to" filler for any and all food products. It isn't only used for meat production but due to its 18% concentration of omega-6 fatty acids, it has also been heavily used in the processing of snack foods.

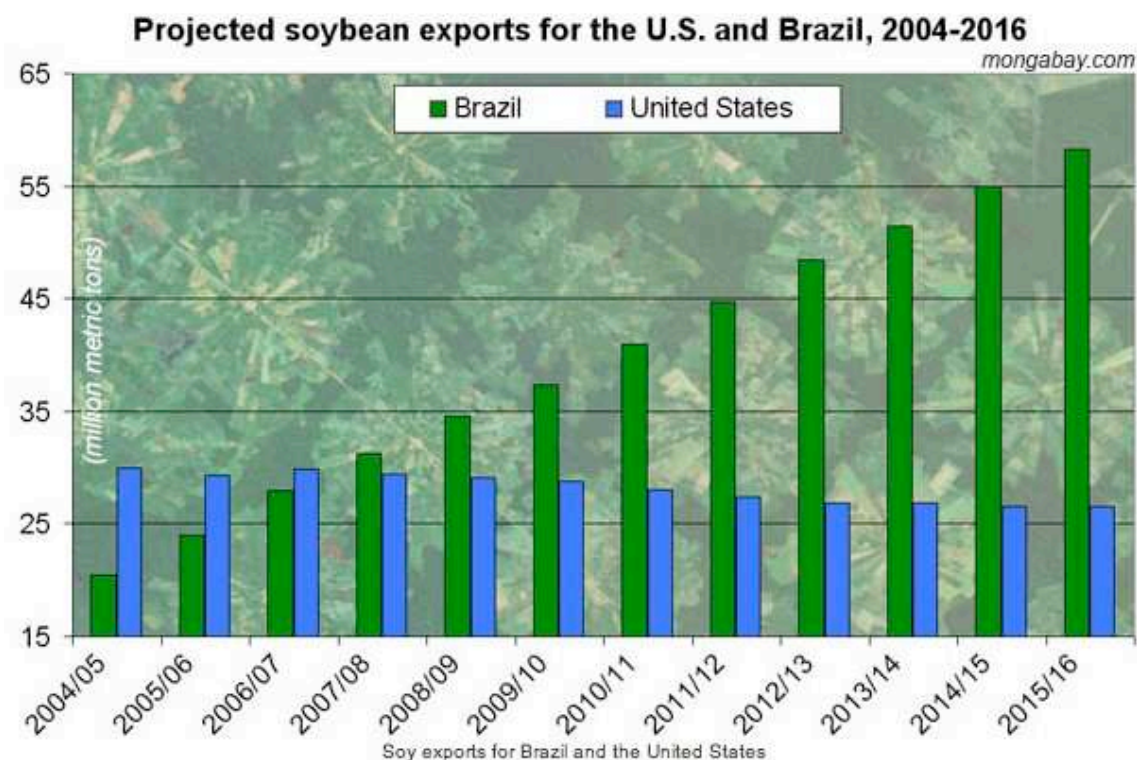
According to records held by the Chicago Board of Trade, in 1965 global soy bean production was just 30m tons. By 2005, the world was consuming nine times that a year, at 270m tons.

Likewise, world soy oil production, meanwhile, has increased sevenfold over the same period, from 5m tons to 34m tons a year.

And to feed the growing demand for soy in food, new agricultural frontiers continue to be opened up in Brazil, where massive areas of virgin rainforest have been illegally felled to make room for the crop.

In fact, research has shown that since 1990, soy production, exports, and the related destruction of the Amazon rainforest in Brazil has increased 14.1% per year, and with no end in sight.

The graph below illustrates this point:



The financial allure of the all-mighty soybean has caught the eye of and is now dominated by an oligopoly of American trading companies. Three of them - Bunge, ADM and Cargill - control 80% of the soy and animal feed markets. Coincidence? I think not!

These companies are severely corrupt and have probably done more damage to our food supply than anything or anybody else!

Just one more reason to stay away from packaged and processed foods!

Now you might be saying...

“Ok, That’s Nice But WHY Is All This Soy Unhealthy For Me?”

Well that’s a great question. I’m happy you asked.

Let’s start with how soy can affect our young ones.

Many toxicologists believe that babies fed exclusively on soy formula could receive the estrogenic equivalent, based on body weight, of five birth control pills a day.

Can you imagine that?!

Feeding our children (and ourselves) regular processed soy is like injecting high doses of estrogen directly into the body. The effects can be catastrophic!

Many food companies, however, argue that soy infant formulas have been widely used without problems, claiming that most of the research has been done on animals.

Well, if birds and other animals are getting sick and dying early as a result of soy feeding, then that certainly raises some flags for me!

How about you?

And here's a scary statistic...

30-40% of all infants in the US are raised on soy formula!!! I certainly hope that with better education (from reports like these, doctors, nurses, etc...) that number can dramatically be reduced.

Moving On...

It has been known since the early 1980s that plant estrogens, or phyto-oestrogens, could produce biological effects in humans.

The most common of these were a group of compounds in soy protein called isoflavones.

Because of their intriguing early effects, food manufacturers began marketing soy foods (and their isoflavones) as an antidote to menopausal hot flashes and osteoporosis, and as a protective ingredient against cardiovascular disease and hormone-related cancers.

As with the nonsense propagated by the milk industry, large quantities of mainly industry-sponsored scientific research have been produced to back up these "beneficial" soy claims.

According to the *Guardian*, the American soy industry spends about \$80m every year (thanks to a mandatory levy on producers) to research and promote the consumption of soy around the world.

Where Did All The Health Claims Associated With Soy Originate?

Well, the hypothesis behind the health claims is that rates of heart disease and certain cancers such as breast and prostate cancer are lower in east Asian populations, which conveniently have soy- rich diets, than in western countries.

Obviously, this correlation was good enough for interested parties to start making “cause and effect” associations between soy’s phytoestrogens and good health.

But here's the reality...

East Asian countries tend to eat moderate amounts of soy in its healthier fermented state (ie. miso, tempeh, etc...). You don't see them eating soy burgers and “tofurky” – at least not yet!

By contrast, Americans and most westerners (especially those who follow a vegan diet) are eating massive quantities of heavily fabricated soy “products” (not food).

Mass exposure to isoflavones in the west has only occurred in the past 30 years due to the widespread incorporation of soy protein into processed foods, a fact noted by the Royal Society in its expert report on Endocrine Disrupting Chemicals in 2000.

Not surprisingly, when the independent experts on the scientific committee on toxicity searched through all the scientific data, they concluded that soy milk should NOT be recommended for infants even when they had cow's milk allergies, except on medical advice, because of the high levels of estrogenic isoflavones it contains.

Another interesting thing to note is that HOW soy is processed affects its levels of phytoestrogens.

Traditional fermentation reduces the levels of isoflavones two- to threefold (a good thing), whereas modern factory processes do not.

In addition, modern American strains of soy have significantly higher levels of isoflavones than Japanese or Chinese ones because they have been bred to be more resistant to pests – thank you seed conglomerates (Cargill, Monsanto, etc...).

What The Research Says About Soy's Supposed Health Benefits...

Instead of quoting study upon study, I'll make your life easier by presenting a synopsis of findings in the current literature.

On breast cancer, most experts agree that despite the suggested benefits of phytoestrogens in lowering risk of developing breast cancer, there is also evidence that they may stimulate the progression of the disease.

This could be due to the fact that since estrogen promotes cell division/growth it is also a stimulating factor in the spread of many types of cancer.

Does soy help with menopausal symptoms?

Well, the evidence is inconclusive. However, I still don't recommend menopausal women (let alone anyone else) consume processed soy. I think we've seen why.

What about soy in men and prostate cancer? Again, here the evidence on prostate cancer has been mixed.

However, professor Richard Sharpe, head of the Medical Research Council's human reproductive sciences unit at Edinburgh University, has spent years studying phytoestrogens in food and its relation to male fertility.

Recently, he completed studies on the effects of soy milk on young male monkeys which showed that it interferes with testosterone levels. Researchers are also speculating that the high levels of phytoestrogens and xenoestrogens (fake estrogens from plastics, pills, and other sources) in our food and water supply are negatively affecting testosterone levels in men while increasing the estrogen load, especially in women.

Essentially, the BIG problem with soy boils down to the fact that it is a very powerful source of phytoestrogens, which elevate the estrogen levels in your body, wreaking havoc on normal hormonal balance.

This is a big problem nowadays as we are seeing more and more people develop "estrogen dominance" related problems like endometriosis, ovarian cysts, and general weight gain - just to name a few.

And for those finding it tough to lose that extra little tummy bulge, it could very well be an estrogen issue related to excess soy intake. This is obviously a wild guess on my end but if you are currently consuming a lot of soy, then you are hurting your ability to lose belly (and overall) fat.

The bigger issue with soy is that it is now in more than 60% of all processed foods available in the western world.

It is in breakfast cereals, cereal bars and biscuits, cheeses, cakes, dairy desserts, gravies, noodles, pastries, soups, sausage casings, sauces and sandwich spreads.

You name it – soy is probably in it. Unless of course we're talking about fresh produce.

So Why Is This A Concern?

In order to understand this properly, you first need to realize that ANY food we consume too frequently OR which sits in our digestive tract for too long can trigger eventual intolerances within the body.

That's the big reason why soy has quickly climbed the ranks of the most allergenic foods. It's now right up there with wheat, dairy, corn, and peanuts. These are also foods to which we are overly exposed.

Does that make sense?

The other serious issue with soy is that it suppresses thyroid function. Its "goitrogenic" properties reduce impair thyroid function (by competing for thyroid hormone receptors). And since the thyroid is the control gland for your metabolism, I'm sure you can see why having lower thyroid function will severely impair your ability to lose weight and keep it off, especially as you age.

Wow. That was a pretty crazy whirlwind look at the numerous detrimental effects of soy. I hope you now see why it's a traditional "health" food that I NEVER want you to eat again in any considerable amount!

#2 - Whole Grains

For years we've seen commercials that tell us that whole grain breads and cereals are good for us. They contain lots of fiber, which helps reduce cholesterol levels and keeps us regular. But is this really true?

I spent 23 years of my life eating a heavily grain-based diet. The result? I developed an autoimmune disorder and lost all of my hair.

Obviously, this was my experience but having worked with thousands of people to clean up their diet and transform their health, I'm here to tell that the human digestive tract has simply NOT evolved to digest grains properly.

As a result, grains are far more problematic than they are good. We'll see why in just a second but first...

Why, if grains are no good for us, do we continue to see messages (ie. commercials and advertisements) that tell us the opposite?

It's simple...

The production, export, and consumption of grains is big business. If it weren't, there wouldn't be organizations like the US Wheat Associates that push wheat down our throats. And that's just wheat. There are other organizations for every grain you can imagine.

As you can hopefully start to see, when organizations have a vested interest in pushing a particular food and have millions (even billions) of dollars to back it up, indoctrination can begin.

And it becomes even easier when these "wheat is good" messages are around for decades. Now, most nutritionists and health experts are fighting an uphill battle to change the way most people view grains.

Now Back To The Health Issues of Whole Grains

All the problems related to grain consumption boil down to this...

Humans have not evolved to properly digest grains. It doesn't matter if we're talking white pasta, whole wheat or multigrain bread, or cheerios...

Our digestive tract does not know how to handle grains.

To understand why this is, we need to go way back and have a look at where we've come from.

Going Back 1.5 Million Years

The earliest humans were hunter-gatherers who survived by eating land mammals, cooked tubers (modified plant structures that are enlarged to store nutrients), seafood, eggs, nuts, fruit, honey, and vegetables.

The proportion of each food varied widely between groups and even seasons but this was more or less the standard diet for about 1.5 million years or so.

That's a pretty lengthy amount of time, wouldn't you agree?

In contrast, the agricultural revolution – which saw the transition from hunting and gathering to settled farming/agriculture – occurred around 10,000 BC. That's about 12,000 years ago.

So essentially, the human species has had 12,000 years to “evolve” to digest grains. That represents just 0.8% of our evolutionary timeline. And, in fact, many American groups did not adopt a grain-based diet until 100-300 years ago.

How on earth are we supposed to evolve in such a short amount of time?

The answer...

It's highly unlikely considering that information coming out of the University of California, Berkeley tells us that a “quick” jump in evolution would be anything less than 100,000 years!

So by that number, we're only 10% of the way along our evolutionary line until we start seeing some significant genetic adaptations to grains.

Celiac Disease And Gluten Intolerance

Gluten, found in wheat, rye, and barley, is a composite of the proteins gliadin and glutenin. Around 1% of the population suffers from celiac disease, which is a complete intolerance to any gluten. It's an allergic reaction that is so severe that projectile vomiting can occur instantly upon gluten introduction into the body.

Celiac disease is very problematic as it leads to compromised calcium and vitamin D3 levels, hyperparathyroidism, bone defects, and much more.

Really terrible stuff.

But it gets worse...

Even if you don't suffer from full-blown celiac disease you can still be intolerant (or sensitive) to gluten.

According to biochemist Stephan Guyenet approximately 12% of Americans can be diagnosed as gluten sensitive using blood antibody tests (anti-gliadin IgA or IgG).

And a subset of these people have full-blown celiac disease. However, the vast majority is undiagnosed. Gluten sensitivity is associated with a dizzying array of diseases, including autoimmune disorders (that was me), cancer, and neurological problems.

The problem with the blood tests is that they aren't very sensitive. The most common blood tests for celiac disease look for a class of antibodies called IgA. However, this test isn't that reliable since most of the IgA reside in the gut and don't show up in the blood.

However, Dr. Kenneth Fine of Enterolab has developed an assay that detects anti-gliadin IgA in the stool.

Gliadin is one of the problematic proteins in gluten that is implicated in gluten sensitivity. Dr. Fine has been conducting informal research using his fecal anti-gliadin IgA test, which has revealed some startling findings including:

- 100% of untreated celiac patients are antigliadin IgA positive by fecal test, compared to only 76% by blood.
- 76% of microscopic colitis (a type of chronic diarrhea) patients are positive by the fecal test, compared to 9% by blood.
- 57% of symptomatic people (digestive problems?) are positive by the fecal test, compared to 12% by blood.
- 62% of people with autoimmune disease are positive by the fecal test.
- 29% of asymptomatic (healthy) people are positive by the fecal test, compared to 11-12% by blood.
- Baby and cow feces are 0% positive by the stool assay.

And it gets worse still...

Gluten sensitivity is determined in large part by genetics. A gene called HLA-DQ is intimately involved. It encodes a protein that is expressed on the surface of cells, which serves to activate immune cells when certain foreign substances are present.

Different versions of the gene are activated by different substances. HLA-DQ2 and HLA-DQ8 are classically associated with celiac disease. Roughly 42% of the US population carries DQ2 or DQ8. According to Dr. Fine, every allele except DQ4 has some association with gluten-related problems!

And only 0.4% of the U.S. population carries HLA-DQ4 and no other allele.

The take home message from all this “science stuff” is that even if a gluten blood test fails to reveal an intolerance (ie. the presence of the IgA antibody), you may very well still have a problem with gluten, and therefore, wheat and most other grains!

What! There Are Still Other Toxic Anti-Nutrients?

Mother nature is absolutely amazing. Every living thing on this planet has been given the inherent right to survive. As a result, each living organism has developed protective, survival, “self-defense” mechanisms, if you will.

Animals have been given heightened senses to detect predators and the physical ability to run away when danger is near. That’s why they have skeletal muscles – to move!

Plants, on the other hand, are passive organisms without the ability to move, think, and react. If this has changed please let me know!

Plants must use different tactics to ensure survival and propagation, and they generally have to rely on outside forces to spread their seed.

And so various methods have been “devised” to fend off consumption long enough for the seed to get to where it’s going.

For instance, nuts have tough shells and grains have the toxic anti-nutrients, lectins, gluten, and phytates.

Side note: Fruits are an interesting exception because since their seeds cannot be digested (by design), animals and humans alike will poop out the seeds, (ideally into some fertile soil) so they may be implanted for future growth.

Seeds (which grains are considered to be) are not meant to be digested but they are meant to be transported (via the wind, or carried by a bee to the next flower, etc...) so that they can spread elsewhere. They just want to survive and fertilize their seeds for future generations.

The fact of the matter remains that even though some humans/cultures may be more capable of handling grains than others, we (as a whole) still do not have the wiring necessary to mitigate the harmful effects of lectins, gluten, and phytates.

We've already discussed the troubles caused by gluten. Now let's look at the other two.

Lectins are bad. They bind to insulin receptors and our intestinal lining, and they seemingly cause leptin resistance. The combination of blocking insulin receptors and impairing leptin is potentially a very big reason why high grain consumption is associated with weight gain, diabetes, and cardiovascular disease.

Phytates (or phytic acid) are also problematic because they inhibit proper absorption of many important minerals. So, even if whole grains have been touted as being high in certain minerals and other nutrients, it doesn't serve us much good if they are unavailable to us once inside the body!

What, then, is the point to all this grain madness? Is there a good reason for anyone to rely on cereal grains for a significant portion of their caloric intake?

The answer is no.

In my eyes, the only reason we continue to eat bread, pasta, and other grains is that we're simply used to doing so. All you need is a set of better alternatives. If you had an array of healthy delicious recipes that could replace those grain-heavy meals I'm sure you'd never look back!

From my experience, I can almost guarantee that just removing grains from your diet alone will revitalize your health, improve your skin, and help you lose weight effortlessly.

#3 - "Low-Fat", "Sugar-Free", "Diet" Foods

Isn't it ironic that with the introduction of "low-fat", "sugar-free", and general "diet" foods more than 15 years ago, we (as a population) continue to struggle with our waistlines?

The assumption is that products touting "reduced-fat" and "fat-free" are healthier and lower-calorie alternatives to standard "regular" choices. But nothing could be further from the truth.

Otherwise, would we have seen a corresponding weight gain averaging 1 lb/year¹ or the simultaneous rise of type 2 Diabetes²?

Findings from a February 2004 survey by A.C. Nielsen, a leading market information company, revealed that 17.2% of American households included someone on a low-carbohydrate diet. Slightly more, 19.2%, included someone who had tried a low-carb diet but had quit³.

This current diet trend directly counters the decade-old focus on low-fat diets and implicates carbohydrates as the culprit in America's obesity problem.

Truth be told, refined carbohydrates are a BIG reason why we are fatter since they cause a quick spike in insulin which causes excess blood sugar to be stored as fat. It's as simple as that.

However, that doesn't mean that other packaged foods with deceptive labels are not to blame as well. Ask the average Joe or Jane on the street and they'll tell you that they probably drink diet soda and choose low-fat, sugar-free options whenever possible.

But why?

Because, once again, we've seen so many ads that associate slim, sexy waistlines with these "diet" foods. Overtime, we've adopted the belief that if regular is OK, then diet and, especially low-carb must be better.

¹ U.S. assistant surgeon general discusses obesity problem. Harvard Public Health Now, March 19, 2004. Available online at www.hsph.harvard.edu/now.

² Mokdad AH, Bowman BA, Ford ES, Vinicor F, Marks JS, Koplan JP: The continuing epidemics of obesity and diabetes in the United States. JAMA286 : 1195-1200,2001.

³ A.C. Nielsen quantifies impact of low carb diets. www.acnielsen.com.

I think people are now more scared of carbs than they are of public speaking!

In response to the low-carb resurgence, food manufacturers have rapidly revised food products and package claims to seemingly reduce the carbohydrate content of their products and increase consumer demand for them.

What Are They Doing To Our Foods?

In general, food manufacturers are lowering the grams of carbohydrate in processed foods by altering the portion size or replacing naturally occurring carbohydrate with ingredients that are higher in protein, fat, or other types of carbohydrate. Examples include:

- Substituting soy flour, soy protein, or wheat protein for refined flour
- Adding fiber from wheat bran, oat bran, corn bran, inulin, or polydextrose as a bulking agent
- Adding high-fat ingredients, such as nuts and oils
- Replacing sugar with sugar alcohols, such as maltitol, lactitol, or sorbitol, or non-nutritive sweeteners, such as sucralose or acesulfame potassium.

In general, I recommend that you steer clear of such foods. Why?

Because they are man-made!

They are not natural. They come in a box or package.

This is just my opinion, but when it comes to food, I trust Mother Nature over Man, any day!

Mother Nature has no agenda other than seeing us thrive and to make this world a better place. I wish I could say the same about most food conglomerates.

BEWARE: Tricky Carb-Lowering Tactics!

Many “low sugar” and “low carb” foods have been cleverly disguised by the addition of sugar alcohols, or polyols. These are hydrogenated carbohydrates that are used in foods primarily as sweeteners and bulking agents.

In general, sugar alcohols provide 0.2–3.0 calories/gram, rather than the usual 4 calories/gram from completely absorbed carbohydrate, because they are incompletely absorbed in the small intestine. And because of their incomplete

absorption, consumption of polyols can cause flatulence or a laxative effect in varying degrees in some individuals.

Despite claims by many food manufacturers, these sugar alcohols do affect blood sugar levels in individuals both with and without diabetes.⁴

Research from the American Diabetes Association has found some interesting things when comparing low-carb meals to their traditional counterparts, including:

- The low-carb meal contains less food volume and potentially less satiety value than the traditional meal. This could cause people to eat more.
- The low-carb meal provides about 520 more calories and about 51 more grams of fat than the traditional meal!!
- Total carbohydrate contained in the low-carb meal was 52 g compared with 83 g in the traditional meal—a difference of 31 g. And of the 52 g of total carbohydrate in the low-carb meal, 17 g are claimed to be “net carbs.” The other 35 g (27 of which are from the controlled-carb products) seem to be negated.⁵

What About Diet Soda vs. Regular Soda?

Is it better to consume 8 tbsp of sugar per 355 ml can (in regular soda) or a host of nasty neurotoxins such as aspartame and Acesulfame K (found in diet sodas)?

How about neither one!

Why does it have to be either or? What ever happened to drinking water? I can't stand when people tell me “I don't like the taste of water!” It's no wonder they're still fat!

Remember this - when a food has had ALL or SOME of its original contents removed, they will need be replaced by another (and usually nastier) additive.

If you're going to eat something out of a package or box, make sure it's REGULAR (few alterations) and contains as few ingredients as possible. End of story!

But if you want TRUE HEALTH, then EAT NATURAL WHOLE FOODS.

⁴ American Diabetes Association: Evidence-based nutrition principles and recommendations for the treatment and prevention of diabetes and related complications (Technical Review). Diabetes Care 25:148 –179, 2002.

⁵ Freeman, J. & Hayes, C. "Low-carbohydrate" food facts and fallacies. Diabetes Spectrum July 2004 vol. 17 no. 3 137-140

If You've Enjoyed This Information Then...

You'll LOVE This!

You now realize that our food supply (and thus your body) has been ravaged by nasty foods which are supposedly healthy for you.

But if you're like me and 99% of the population, you've probably been eating these foods (and many others) for years and years. The results of this can be devastating. For some it might mean gaining too much weight, having less energy, and getting sick far too often.

For others, years of this toxic food intake can lead to more serious problems such as autoimmune diseases, diabetes, and many other conditions that are now plaguing our population.

It's Time To End the Insanity!

Listen, I know you're serious about your health, otherwise you would not have read this report.

And that's why I want to help you take your health and your body to a whole new level. I want to hold your hand and guide you step-by-step to help you make healthier food choices and rid your body of years to toxic food abuse!

Would you like that?

If so, then I sincerely urge you to learn more about my [Total Wellness Cleanse](#) program. **If you meet our criteria**, then you too you can join thousands of others whose lives have been transformed by our ALL-NATURAL food-based approach to cleansing your body!



→ [CLICK HERE to find out if you QUALIFY for our Total Wellness Cleanse](#) ←

About the Author

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Yuri has been helping people just like you lose weight, eat healthier, detox and cleanse, and get in great shape for over 12 years now. He's a Registered Holistic Nutritionist, Certified Kinesiologist, a High Honours graduate in Physical Education and Health, and a former professional soccer player.

He is the owner of Total Wellness Consulting, the co-creator of the [Total Wellness Cleanse](#), the author of [Eating for Energy](#), and the creator of the revolutionary iPod workouts [Fitter U™](#) and Treadmill Trainer™.

Yuri and his programs have been featured in numerous media including *Breakfast Television*, *Perfect Fit*, *A-Channel Morning*, *CTV news*, *e-Talk Daily*, *Global News*. He's also a frequent contributor to numerous magazines including *VIVA*, *Impact magazine*, *Wish*, and *Fitness Business Canada* - just to name a few.