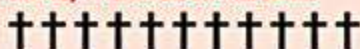


A SIP OF SODA: HOW SOFT DRINKS IMPACT YOUR HEALTH

ASTHMA

Sodium benzoate, found in sodas, is used as a preservative (microbial control) in foods. Sodium preservatives add sodium to the diet and reduce the availability of potassium. Some reported reactions to sodium benzoate include recurring urticaria (rash), asthma, and eczema.

Each day 11 Americans die from asthma



The annual cost of asthma to the healthcare system is estimated to be nearly \$18 billion




KIDNEY ISSUES


Colas contain high levels of phosphoric acid, which has been linked to kidney stones and other renal problems.


You are more likely to get kidney stones if you are:

-  Male
-  Caucasian
-  Very overweight

SUGAR OVERLOAD

 Twenty minutes after drinking a soda, your blood sugar spikes, causing an insulin burst. Your liver responds to this by turning any sugar into fat.

 Forty minutes later, caffeine absorption is complete. Your pupils dilate; your blood pressure rises; as a response, your liver dumps more sugar into your bloodstream. The adenosine receptors in your brain are now blocked, preventing drowsiness.

 45 minutes later, your body ups your dopamine production, stimulating the pleasure centers of your brain. This is physically the same way heroin works, by the way.

OBESITY

The relationship between soft drink consumption and body weight is so strong that researchers calculate that for each additional soda consumed, the risk of obesity increases 1.6 times.

70% of Cardiovascular disease is related to obesity



42% of breast and colon cancer is diagnosed in obese individuals



30% of gall bladder surgery is related to obesity



DISSOLVES TOOTH ENAMEL

Sugar and acid in soft drinks easily dissolve tooth enamel.



When tooth decay reaches the nerve, the root, and the area at the base of the tooth, the tooth may die and, if left untreated, an abscess can develop.

HEART DISEASE

Most soft drinks contain high fructose corn syrup, a sweetener that's recently come under considerable scrutiny. High fructose corn syrup has been associated with an increased risk of metabolic syndrome, a condition associated with an elevated risk of both diabetes and heart disease.

In 2006, more than one in every four deaths were caused by heart disease.



REPRODUCTIVE ISSUES

Soft drink cans are coated with a resin that contains BPA (bisphenyl-A). This is the same cancer causing chemical found in plastic baby bottles, water bottles, and plastic containers that wreaks havoc on the endocrine system, potentially causing premature puberty and reproductive abnormalities.



99.9% of plastic bottles contain BPA.

OSTEOPOROSIS

Soft drinks contain phosphoric acid and a high phosphate diet has been associated with bone breakdown and an increased risk of osteoporosis. When phosphorus is excreted in the urine, it takes calcium with it, depriving the bones and the rest of the body of this important mineral.

Eighty percent of those affected by osteoporosis are women. Twenty percent are men.



INCREASED RISK OF DIABETES

Those who drink more soda have an 80% increased risk of developing Type 2 diabetes.

Approximately 1 in 10 health care dollars is spent on diabetes

