SUGAR IS THE NEW TOBACCO
IS THIS STATEMENT FALSE?
ORGANIC FOOD IS SAFER
FALSE
Artificial sweeteners encourage people to put on weight.
FALSE
SATURATED FAT INCREASES YOUR RISK OF CARDIOVASCULAR DISEASE
PROBABLY TRUE
SUGAR IS WORSE THAN FAT IN TERMS OF OBESITY
FALSE
FOOD DYES MAKE CHILDREN HYPERACTIVE
NOT PROVEN
WHAT EVIDENCE IS THERE?

HOW RELIABLE IS IT?

WHICH EXPERTS SHOULD WE TRUST?
TRUE EXTENT OF ‘FRANKENFOOD’ INVASION
CANCER RISK IN CHIPS AND BISCUITS
CANCER

ALCOHOL

PROOF: DRINKING CAUSES

BABY FOOD IN CANCER ALERT
STOP EATING FRIED FOOD

CHANGE THE WAY YOU COOK

CARRY ON AS NORMAL

BE AWARE THERE MAY BE A RISK
GO FOR A GOLDEN COLOUR
NEWSPAPER HEADLINE

“A daily fry up boosts your cancer risk by 20%”
ABOUT 5/400 PEOPLE GET PANCREATIC CANCER DURING THEIR LIFE

IF ALL 400 EAT 50g BACON EVERY DAY:
20% INCREASE IN RISK = 1/400

EXTRA RISK = 0.25%
HOW FAR CAN YOU TRAVEL PER MICROMORT?

- Walking: 1 mile
- Cycling: 20 miles
- Motorcycling: 6 miles
- Driving: 250 miles
DAILY MICROLIVE EXPENDITURE
EXAMPLES BASED ON LIFESTYLE

- Eating 5 portions of fruit and veg per day: 44 microlives
- Eating 1 portion of red meat per day: 49 microlives
- Doing 20 minutes of exercise per day: 46 microlives
- Being 5kg overweight: 51 microlives
- Smoking 15-24 cigarettes per day: 58 microlives

ONE DAY = 48 MICROLIVES
POSSIBLE RISK...

..BUT NOT LIKELY

WE’RE WORKING TO FIND OUT MORE

MEANWHILE NOT ADVISING YOU TO STOP EATING LAMB

IT’S YOUR CHOICE IN THE END
LEADING CAUSES OF DEATH IN THE UK

1. Cancer
2. Heart & circulatory disorders
3. Respiratory disorders
4. Kidney disorders
5. Digestive disorders
6. Non-transport disorders
7. Transport accidents
8. Suicide
9. Murder
10. War
11. Pregnancy & birth
12. Medical complications

Leading causes of death in the UK are dominated by disease-related causes, with cancer being the leading cause of death.
% SELECTING A PLANT-BASED DISH

13.4%  |  5.9%

CONTROL MENU  |  ‘VEGETARIAN’ MENU
1. Sweet Sizzlin’ Green Beans and Crispy Shallots

2. Green Beans

3. Healthy Energy-Boosting Green Beans and Shallots

4. Light ‘N’ Low-Carb Green Beans and Shallots
PATAGONIAN TOOTHFISH VS CHILEAN SEA BASS

1000 FOLD INCREASE IN CONSUMPTION!
THANK YOU

LORD JOHN R KREBS OF WYTHAM