



Unmasking **Health Myths:**

Revealing the Truth about Nutrition and Wellness

PUREHEALTH®
RESEARCH

Unmasking Health Myths: Revealing the Truth about Nutrition and Wellness

by

PUREHEALTH[®]
RESEARCH

This book is not intended as a substitute for medical advice of physicians. The reader should consult a physician in matters relating to his/her health. The information provided in this book is designed to provide useful informed advice on the subjects that are being discussed. This book is not meant to be used to diagnose or treat any medical condition. For diagnosis or treatment of any kind, consult your own physician. Moreover, the techniques and exercises listed in this book are meant to be carried out in a safe environment and on the readers own personal responsibility. The publisher and author are not responsible for any specific health issues or injuries that might occur from inappropriate practice.

Copyright © 2022 by PureHealth Research

All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher, except in the case of brief quotations embodied in critical reviews and certain other non-commercial uses permitted by copyright law. For permission requests, contact the publisher, at the address below.

WWW.PUREHEALTHRESEARCH.COM

CONTENTS

Introduction.....	5
Chapter 1: The Fat Fiction.....	6
Good Fats and Bad Fats	7
Chapter 2: The Sun Scare	8
The Sunlight Myth	8
Vitamin D Production.....	9
Chapter 3: The Sugar Deception	10
Sugar Has Very Real Risks	10
Sugar: A Threat by Any Other Name	11
Chapter 4: The Protein Misconception	13
What Is a Complete Protein?	13
Plant-Based Protein Sources.....	14
Chapter 5: The Dairy Dilemma	15
Are Plant-Based Calcium Sources Enough?	15
Plant-Based Calcium Sources for Strong Bones.....	16
Chapter 6: The Grain Controversy	17
Debunking Whole Grain Myths	18
What about Gluten and Phytic Acid?	19
Alternative Grains and Food Sensitivities.....	20
Chapter 7: The Truth about Salt	21
The Role of Salt in the Body	21
The Different Types of Salt.....	22
Conclusion	23
References and Further Reading.....	24

INTRODUCTION

Eating fat makes you fat. Carbs are the enemy. You can only get protein from meat. Dairy is the best source of calcium.

Chances are good you've heard these phrases before. You may even believe them. However, they're all untrue. They're myths built up over time through misinformation and even outright manipulation by entire industries to prevent their profit margins from eroding.

In addition to being myths, they all affect your health. The body needs fat and carbs to function correctly. Protein is widely available from plants and doesn't come with the frightening consequences connected to following a diet high in meat. A serving of broccoli contains more calcium than a serving of milk and doesn't cause inflammation the way dairy does.

In this book, we will take a hard look at some of these long-held health myths and underscore the impact of misinformation and manipulation on public health and personal wellness. We'll also explore important nutrition and wellness facts to help you live a happier, healthier life.



UNCOVER THE FACTS

CHAPTER 1:

THE FAT FICTION

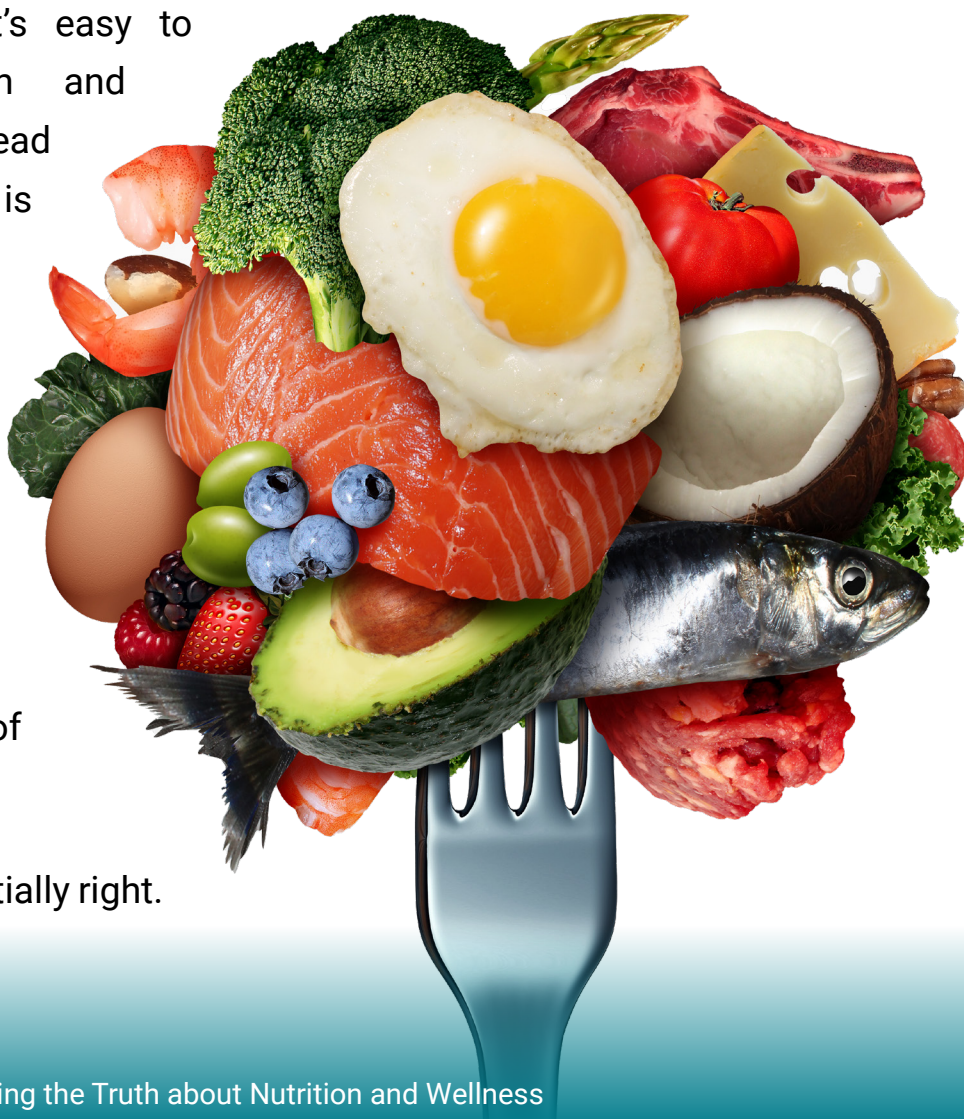
“If you eat fat, you’ll get fat.” How many times in your life have you heard someone say something like that? Chances are good that you’ve even heard medical professionals spouting this myth. What’s with that?

Part of the problem here is that nutrition science is relatively new in comparison to human history. When white bread was introduced to US consumers, many people ultimately suffered from malnutrition despite having plenty to eat because we didn’t understand that most of the nutrition in grain comes from the outer layer of a wheat kernel, which is what’s removed to make white bread.

It was not until later that fortification took place – adding the vitamins and minerals stripped during processing back to bread flour¹.

When it comes to fat, it’s easy to see how misinformation and misunderstandings could lead to the thinking that all fat is bad. That came to a head in 1961 when Ancel Keys, a physiologist from the University of Minnesota, first appeared in Time magazine and warned Americans about the dangers of consuming fat² and the looming threat of heart disease.

Sadly, Mr. Keys was only partially right.



Good Fats and Bad Fats

Fat is not all bad. There is good fat and bad fat – or unsaturated fat and saturated fat. Note that so-called trans fats are always bad and have incredibly detrimental health effects.

Good fats include monounsaturated fats and polyunsaturated fats, as well as omega-3 fatty acids, such as that found in fish oil and flaxseed³. While saturated fat is linked to high blood pressure and an increased risk of stroke and diabetes, unsaturated fats reduce your risk of cardiovascular problems and diabetes and even lower bad cholesterol levels in the blood.

So, what should you focus on to get more of the good stuff and less of the bad stuff? You'll want excellent sources of good fat in your daily diet, including:



Avocados



Nuts



Olive oil



Seeds



Peanut butter



Beans



Fatty fish



Tofu

CHAPTER 2:

THE SUN SCARE

Skin cancer rates have risen steadily in the US, doubling from 1982 to 2011⁴. Much of the blame for that trend gets heaped on sunlight. But is our friendly neighborhood star really to blame for this disease? Is sunlight unhealthy?

The Sunlight Myth

If you listen to many authorities today, you'll be slathering on sunscreen before heading out the door and wearing broad-brimmed hats if you'll be spending more than a minute or two in direct sunlight. Sun exposure leads to skin cancer, right? And we all want to avoid that fate.

The problem here is that this is more myth than truth. Yes, sunlight does include ultraviolet radiation (UV rays). Yes, UV is one of the primary causes of skin cancer. However, there's not as direct a connection between the two as some people want you to believe.

While we should all limit extended sun exposure – slathering on sunscreen when we're headed to the beach or wearing long sleeves while cutting grass for a couple of hours – not all sun exposure is bad. Your body needs sunlight to function properly.



Vitamin D Production

While you'll see products like milk and cereal fortified with vitamin D, the truth is that most of the body's vitamin D comes from our skin. To produce it, your skin needs direct exposure to sunlight (vitamin D3). Once formed, the kidneys and the liver transform vitamin D3 into active vitamin D that the body can use⁵.

If you get too little sun exposure, you run the risk of losing bone mass and strength over time. How do you balance the risk of skin cancer with your body's innate need for sunlight for vitamin production?

It's something of a balancing act because several factors affect the process, including your skin tone, geographic location, time of year, and amount of skin exposed to the sun at any one time. For most people, eight to 10 minutes of sun exposure is optimum during spring and summer. Fall and winter months require roughly twice that amount.

It's not just about vitamin D production, though. Direct sunlight exposure is also essential for resetting your circadian rhythm. The body is fine-tuned to the different levels of light throughout the day. With 15 to 30 minutes of morning sun exposure, you can reset your body clock, encouraging better quality of sleep, which also improves your body's ability to detoxify itself, and even has implications for weight management⁶.



CHAPTER 3:

THE SUGAR DECEPTION

We've all seen so-called health food that's marketed as containing "low" sugar, "no added" sugar, or even "no" sugar. However, if you scrutinize the ingredient list, you're likely to see sugar lurking there although it might be listed under other names. The great sugar deception is one of the greatest threats facing the American public and it's incredibly challenging to understand just how much you're consuming⁷.

Sugar Has Very Real Risks

Americans love sugar, but many of us have become more conscious of its impacts on our health. The risks are very real. Sugar consumption has been linked to an increased risk of cardiovascular disease, and it plays a role in type 2 diabetes, as well as many other health conditions⁸. Despite that, and because sugar is addictive⁹, food manufacturers find ways to sneak it into even healthy foods under names you might not suspect to maintain their profit margins.



Sugar: A Threat by Any Other Name

Don't see "sugar" listed on your food's nutrition label? Don't assume you're safe. Here are a few of the other names that might mean sugar is lurking in your meal:



**Most kinds of syrup
(corn, rice, etc.)**



**Fructose, maltose,
dextrose, sucrose, and other
names that end in -ose**



Fruit nectars



**Juice
concentrates**



Honey



Agave



Molasses

As a note, many people feel that honey and molasses are healthier than foods containing refined sugar¹⁰. They do indeed have a small degree of nutritional benefits. However, they still behave like sugar in the body and should be consumed in moderation.

What foods are the worst offenders, though? You'll find the most sugars (hidden or otherwise) in the following¹¹:

- Breakfast cereals, including "wholegrain" varieties
- Yogurt
- Granola
- Canned and dried fruit
- Milk and flavored milk
- Condiments like ketchup and BBQ sauce
- Many carbonated beverages (not just soda)
- Sports drinks

To avoid hidden sugar, opt for whole foods, mainly fruits. Avoid packaged, highly processed foods, and always read the nutrition information. Anything "low fat" usually includes added sugars, as well.



CHAPTER 4:

THE PROTEIN MISCONCEPTION

If there's one question plant-based eaters are asked more than any other, it's "But where do you get your protein?" On the surface, it seems like a perfectly logical question. After all, if you're ditching meat and meat's the primary source of protein, then how will you ensure you get enough to maintain your health?

The problem here is that this is a misconception. Yes, meat contains complete proteins. But many plants also contain complete proteins, and all plants have at least some proteins. Getting enough protein without eating meat isn't challenging at all.

What Is a Complete Protein?

A complete protein is exactly what it sounds like – one that contains all nine essential amino acids. The human body can manufacture most of the amino acids it needs for good health, but these nine must come from our diet and include histidine, isoleucine, leucine, lysine, methionine, phenylalanine, threonine, tryptophan, and valine.

Plant protein sources can include some, most, or even all of these, depending on the source in question.



Plant-Based Protein Sources

Meat is a great source of complete proteins, but so are many plant-based foods. Some of the most popular and easily accessible include the following¹²:

Quinoa	Tofu
Tempeh	Edamame
Amaranth	Buckwheat
Ezekiel bread	Spirulina
Hemp seeds	Chia seeds
Nutritional yeast	Rice & beans
Pita and hummus	Peanut butter sandwiches

Eating these foods gives you direct access to complete proteins. However, you don't even have to go that far. All fruits, vegetables, starches, and whole grains include a range of proteins. By mixing and matching your foods, you can ensure you're getting all the proteins your body cannot produce on its own. It's why you should "eat the rainbow" and combine different grains, vegetables, and pulses.

CHAPTER 5:

THE DAIRY DILEMMA

The milk industry is one of the most powerful in the United States. The “Got Milk?” campaign started in the 1990s and has been incredibly successful. It doesn’t hurt that many medical experts recommend dairy – milk, cheese, yogurt, and more – for bone health. Milk does contain calcium, so it’s good for your bones and body, right?

Not so fast. Dairy has an ugly secret that no one wants to talk about. It’s inflammatory. More precisely, the saturated fats in dairy are inflammatory. Those with dairy sensitivities will also experience more inflammation, as well as digestive system discomfort. Dairy has also been shown to increase the likelihood of further joint degeneration in people with osteoarthritis (OA)¹³, which accounts for 24% of all adults in the United States¹⁴.

Thankfully, there are alternative sources of calcium.

Are Plant-Based Calcium Sources Enough?

Dairy is an excellent source of calcium, it’s true. However, you’ll find plenty of calcium in plants, like bok choy, spinach, broccoli, and more. And, while many plants contain less calcium than dairy, the calcium in them is more bioavailable, meaning that the body can absorb more of it and break it down more easily.

One cup of bok choy cooked contains about 160 mg of calcium, but has a bioavailability of 50%, meaning that 80 mg is absorbed. Dairy products have a bioavailability of around 30%, so the body does not absorb as much per serving.



Plant-Based Calcium Sources for Strong Bones

Unsure which plant-based foods have the most calcium? Let's look at some of the best for you.

Soy-based foods (tofu, tempeh, etc.)	Beans
Peas	Lentils
Many types of nuts	Seeds
Many types of grain (amaranth, teff, etc.)	Seaweed
Dark, leafy greens	Many types of fruit (raspberries, blackberries, oranges, figs, etc.)



CHAPTER 6:

THE GRAIN CONTROVERSY

Whole grains have gotten a bad rap for no good reason. A critical part of a heart-healthy diet, many types of grains can help improve your overall wellness. But what about all those negatives like bloating and inflammation? They're just myths. Let's debunk some of the most pernicious.



Debunking Whole Grain Myths

For years now, consumers have struggled with conflicting information about whole grains and whether they should eat or avoid them¹⁵. Here's what you need to know:

Whole grains cause inflammation.

This is a partial myth. It depends on the whole grain in question. Some, like wheat, barley, and rye, contain gluten, which will drive inflammation. Gluten-free whole grains are better choices, and emerging evidence shows that certain types of grains can increase the good bacteria in your gut, which actively reduces inflammation in the body.

All grains make your blood sugar spike.

Here's another myth. Whole grains have a relatively low Glycemic Index score, which means they don't cause your blood sugar to rise quickly.

Whole grains cause bloating.

Okay, so there's some truth to this, but understand that it's the shift from a low-fiber diet to a high-fiber diet that causes the bloating, not necessarily whole grains. Any high-fiber food will cause the same reaction until your body gets used to it.

Grain-related allergies are common.

Again, this is untrue. Celiac disease is an autoimmune disease not associated with allergies and affects around 2% of the population. Grain-related sensitivities are more common, but they are not the same as allergies.



What about Gluten and Phytic Acid?

Gluten has received a lot of attention in recent years, most of it negative. Gluten is one of the drivers responsible for inflammation within the body, due to gliadin¹⁶, a naturally-occurring compound. When consumed, it triggers the release of zonulin¹⁷, which causes leaky gut syndrome¹⁸ in human beings to different degrees. Leaky gut syndrome leads to systemic inflammation and metabolic syndrome, including CVD, diabetes, and obesity.

What about phytic acid? Often referred to as an “anti-nutrient”, phytic acid has also developed an underserved negative reputation, although it does reduce the absorption of iron, zinc, and calcium during the meal in which it is present. It will not affect mineral absorption from meals afterward. Note that phytic acid is only present in plant-based foods and the concentration can vary wildly. However, this nutrient isn’t all bad. It is a powerful antioxidant and offers protection against insulin resistance¹⁹.

You can reduce the amount of phytic acid in your plant-based foods in a couple of ways. Soaking legumes and cereal grains overnight can help, as can sprouting grains and seeds. Fermentation also helps break down phytic acid.



Alternative Grains and Food Sensitivities

Many people today struggle with food sensitivities. While these are not the same as allergies, they can cause serious gastrointestinal discomfort, as well as other unwanted side effects.

Alternative grains can help reduce these reactions. Some of the healthy alternative grains to wheat include:



Amaranth



Buckwheat



Teff



Spelt



Bulgur



Quinoa



Quinoa



Sorghum



Oats

CHAPTER 7:

THE TRUTH ABOUT SALT

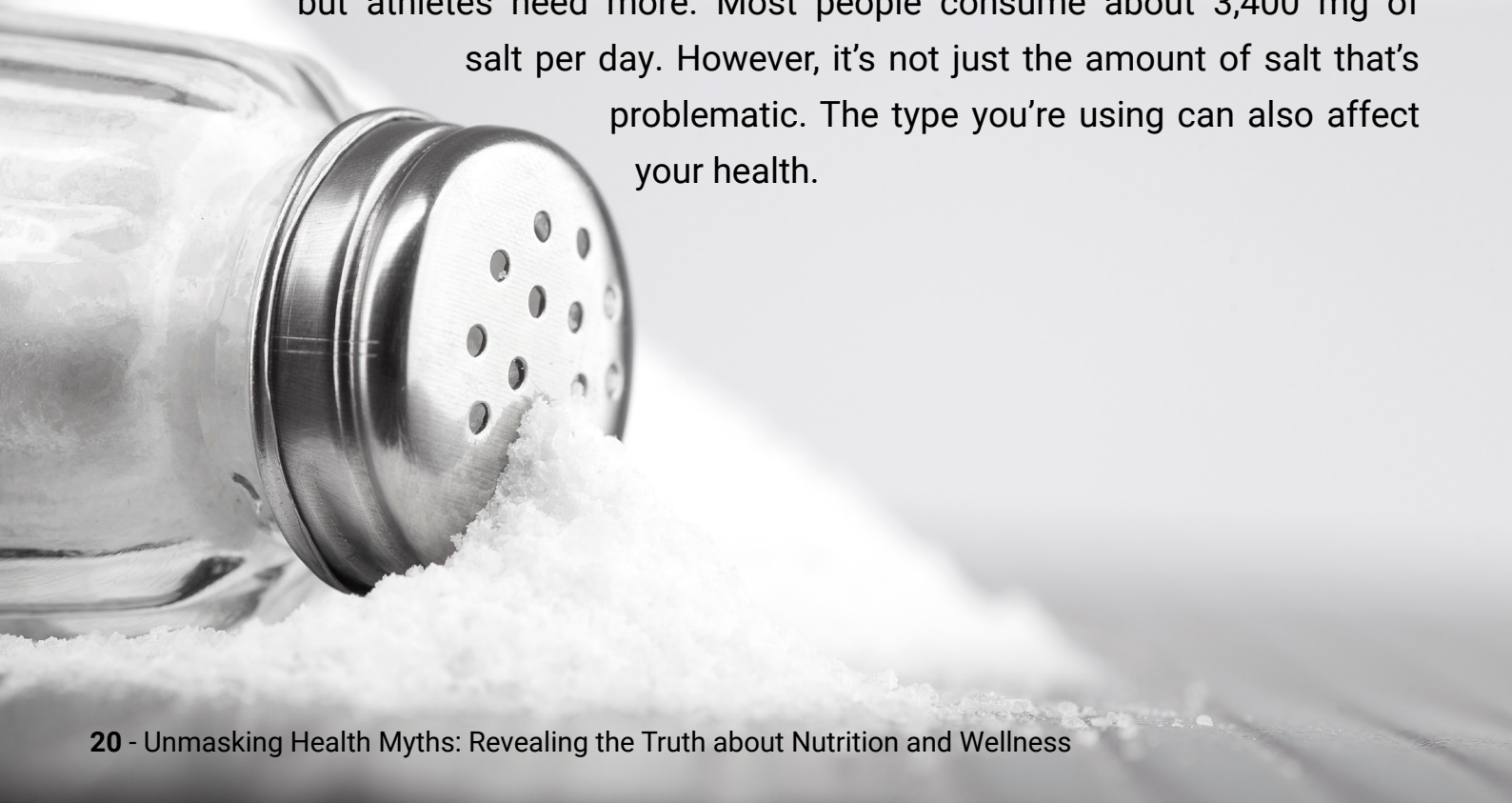
Most of us have heard doctors urge us to limit our intake of salt. Too much salt is linked to dehydration and heart disease. However, sodium is essential to the body's ability to function and too little in your diet can lead to negative health outcomes, including death.

So, what's the truth here? Is salt bad? Is all salt bad? In this chapter, we'll take a closer look at what you need to know.

The Role of Salt in the Body

Sodium, which most of us get from salt, is critically important to cellular function throughout the body. It helps with water retention and improves cellular health. It plays a role in muscle function, nerve function, blood pressure control, and blood volume²⁰. It's also tough to get in nature, which is one reason that humans have exploited salt deposits for millennia.

However, most of us consume far too much salt. We need around 500 mg of it daily, but athletes need more. Most people consume about 3,400 mg of salt per day. However, it's not just the amount of salt that's problematic. The type you're using can also affect your health.



The Different Types of Salt

Go to any big-box store and you'll see table salt, kosher salt, sea salt, and other types. Is there a difference between them? Yes, there is.

Table salt is highly processed, amended with iodine (which is important for your health), as well as anti-caking agents. Processing strips it of most of the trace elements, leaving it nutritionally void. Sea salt, on the other hand, contains a wide range of trace minerals and vitamins that help support human health²¹.

That said, table salt, sea salt, and kosher salt all contain the same amount of sodium. Consuming too much can be dangerous to your health, so it's important to consider alternatives that can increase your food's flavor without adding more sodium to your diet. Some of your options include:

Chives	Curry powder
Dill	Cider vinegar
Bay leaves	Allspice
Caraway seeds	Basil
Ginger	Rosemary
Thyme	Turmeric

CONCLUSION

Most of us have grown up with the health myths addressed in this book. Maybe you used to opt for low-fat foods because you were told that eating fat was bad for you.

Perhaps you've avoided going out in the sun because you're concerned that any exposure could lead to cancer, or you're unaware of the many ways sugar is hidden in your food.

You might be someone who believes that meat is essential to human health because of its protein content, that dairy is the only good source of calcium, that whole grains are bad for you, or that all salt is the same.

The truth is very different from the myths most of us have believed during our lives. By unmasking these health myths, it's now possible to make more informed decisions about the foods you eat and your overall lifestyle to improve your health, wellness, and quality of life.

Don't assume that these are all the health myths out there, or that new ones won't be published, either. Remain open-minded, but always be critical of commonly accepted health "facts".



REFERENCES AND FURTHER READING

Interested in digging into the science behind the information shared in this book? Explore the list of references below. You'll also find suggestions for further reading to help you explore the topic in more depth.

1. [The Salt Fix: Why the Experts Got It All Wrong – and How Eating More Might Save Your Life, by Dr. James DiNicolantonio](#)
2. [Ancient Grains for Modern Meals by Maria Speck](#)
3. [The Complete Idiot's Guide to Dairy-Free Eating: Ditching the Dairy Never Tasted So Good, by Liz Scott and Scott Sicherer](#)
4. [Supersized Lies: How Myths about Weight Loss Are Keeping Us Fat – and the Truth About What Really Works, by Robert J. Davis](#)
5. [The Complete Plant-Based Cookbook for Beginners by Patrick F. Lemieux](#)

1. <https://foodcrumbles.com/a-short-history-of-white-bread-in-the-usa/>
2. https://www.hsph.harvard.edu/magazine/magazine_article/is-butter-really-back/#:~:text=It's%20hard%20to%20pinpoint%20exactly,public%20through%20horn%2Drimmed%20glasses.
3. <https://www.hsph.harvard.edu/nutritionsource/what-should-you-eat/fats-and-cholesterol/#:~:text=Choose%20foods%20with%20%E2%80%9Cgood%E2%80%9D%20unsaturated,nuts%2C%20seeds%2C%20and%20fish.>
4. <https://www.aad.org/media/stats-skin-cancer#:~:text=Melanoma%20rates%20in%20the%20United,past%20decade%20vary%20by%20age.>
5. <https://www.uclahealth.org/news/ask-the-doctors-round-sun-exposure-vital-to-vitamin-d-production#:~:text=The%20major%20source%20of%20our,active%20form%20of%20vitamin%20D.>
6. <https://www.webmd.com/sleep-disorders/features/morning-light-better-sleep>
7. <https://www.hopkinsmedicine.org/health/wellness-and-prevention/finding-the-hidden-sugar-in-the-foods-you-eat>
8. https://www.hopkinsmedicine.org/health/healthy_heart/eat_smart/obesity-sugar-and-heart-health
9. <https://alcoholstudies.rutgers.edu/sugar-addiction-more-serious-than-you-think/>
10. <https://www.healthline.com/health/food-nutrition/honey-vs-sugar>
11. <https://www.healthline.com/nutrition/18-surprising-foods-high-in-sugar>
12. <https://www.healthline.com/nutrition/complete-protein-for-vegans>
13. <https://www.arthritis.org/health-wellness/healthy-living/nutrition/healthy-eating/dairy-and-inflammation>
14. <https://www.cdc.gov/chronicdisease/resources/publications/factsheets/arthritis.htm#:~:text=In%20the%20United%20States%2C%2024,form%20of%20arthritis%20is%20osteoarthritis.>
15. <https://wholegrainscouncil.org/newsroom/myths-busted>
16. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2653457/#:~:text=Gliadin%20induces%20an%20MyD88%2Ddependent,the%20pathogenesis%20of%20celiac%20disease>
17. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6996528/>
18. <https://rootcausemedicalclinics.com/does-gluten-cause-leaky-gut/>

19. <https://pubmed.ncbi.nlm.nih.gov/33559386/>
20. <https://www.hsph.harvard.edu/nutritionsource/salt-and-sodium/#:~:text=The%20human%20body%20requires%20a,daily%20for%20these%20vital%20functions.>
21. <https://www.mayoclinichealthsystem.org/hometown-health/speaking-of-health/is-sea-salt-healthier-than-table-salt>

ACTIVATING NATURE'S CODE OF HEALTH

We at **PureHealth Research** are a growing group of skilled experts, innovative, and talented people with one goal – to help people **reclaim the control of their own health**. Each has seen friends and loved ones struck by illness or disease, which makes our vision personal.



Our mission is to **improve your overall health with superior quality therapeutic nutraceuticals** scientifically proven effective by research.

OUR PROCESS

INTEGRITY – FLAWLESS EXECUTION – RESPONSIBILITY

PureHealth Research develops scientifically proven products that **help you achieve the pure, healthy lifestyle you deserve**. We only use natural ingredients you trust and put them through a 5-Stage Research and Testing Process, so they become “PureHealth Approved & Certified!” Here’s how it works:



We believe in our products, we use our products, and every step of our manufacturing and development process was created to ensure we deliver only the highest quality formulas for your body day in and day out. **After all, that’s what you deserve, and we’re here to help give it to you with every product we produce.**

Learn more about PureHealth Research products

VISIT PUREHEALTH SHOP
RESEARCH

Unmasking Health Myths: Revealing the Truth about Nutrition and Wellness

by

PUREHEALTH[®]
RESEARCH