

Low-Carb Animal-Based Diet

90%+ Plant-Based Diet with No Sugar, Refined Grains or Oils

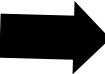
John Mackey March 5, 2015





Genetic Evolution: Programmed for Calorie Density





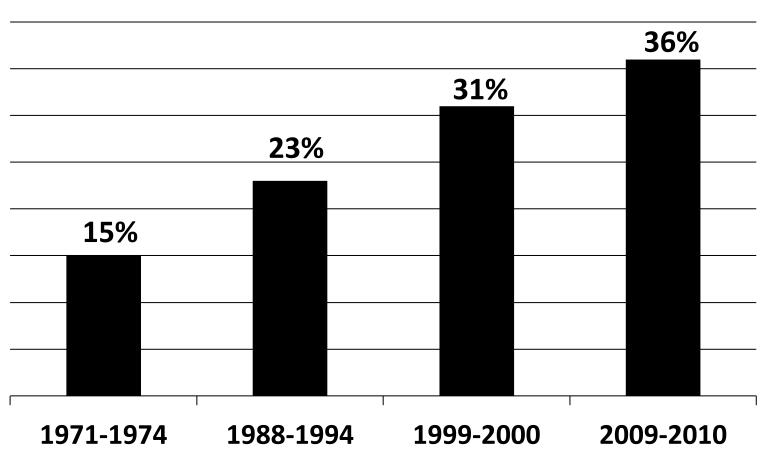
- Calorie density was rare for most of our evolution.
- Salt was also scarce away from sea coasts.



- We genetically evolved to crave calorie density through fat, sugar, refined grains & animal foods.
- Foods today have been genetically altered to maximize calorie density.
- Food addictions are now normal.

Increasing Obesity in the U.S.

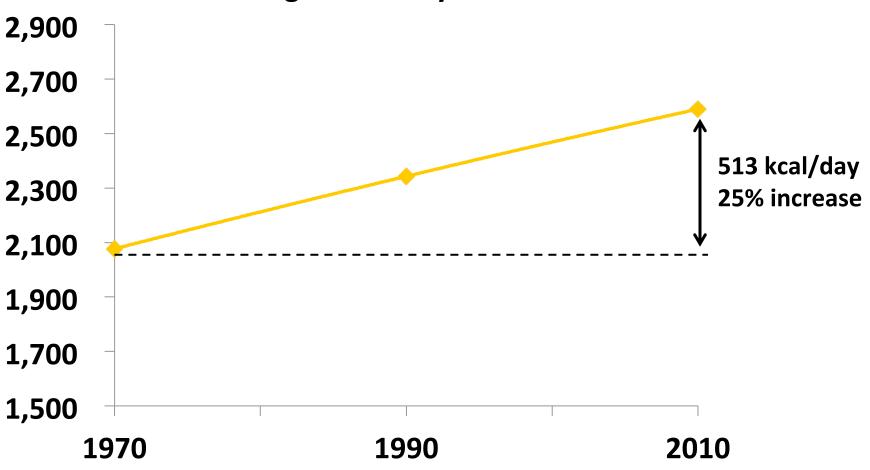
(Adults 20-74 Years Old)



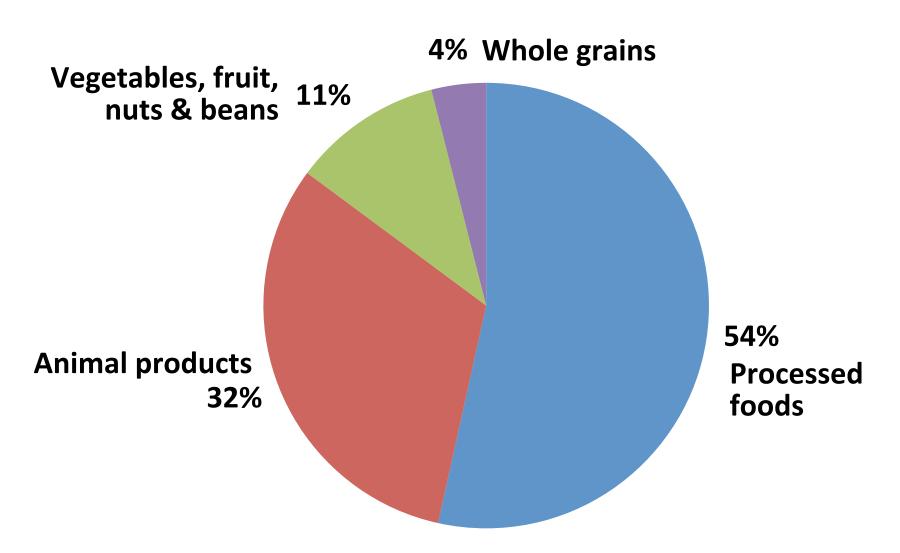
National Health and Nutrition Examination Survey, Prevalence and trends in obesity in U.S. adults (Ogden, Carroll, Flegal), CDC

25% Increase in Calories Since 1970

Average U.S. Daily Calorie Intake



The Standard American Diet (SAD)



The Whole Foods Plant-Based Diet





Whole grains, vegetables, fruit, beans, nuts, seeds 90-100%



The Case Against Low-Carb, High-Animal Foods Diets

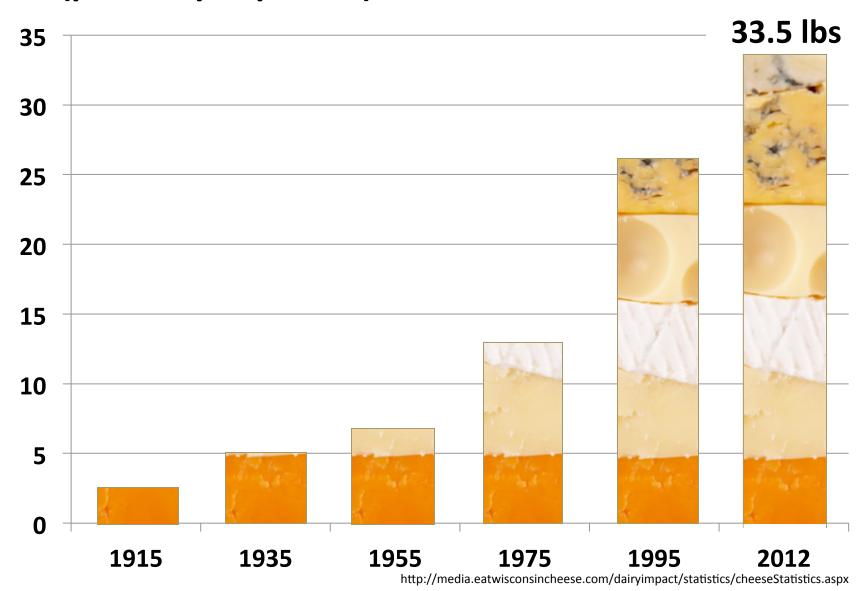


Per Capita Meat Consumption Has Increased 70% Since 1940!

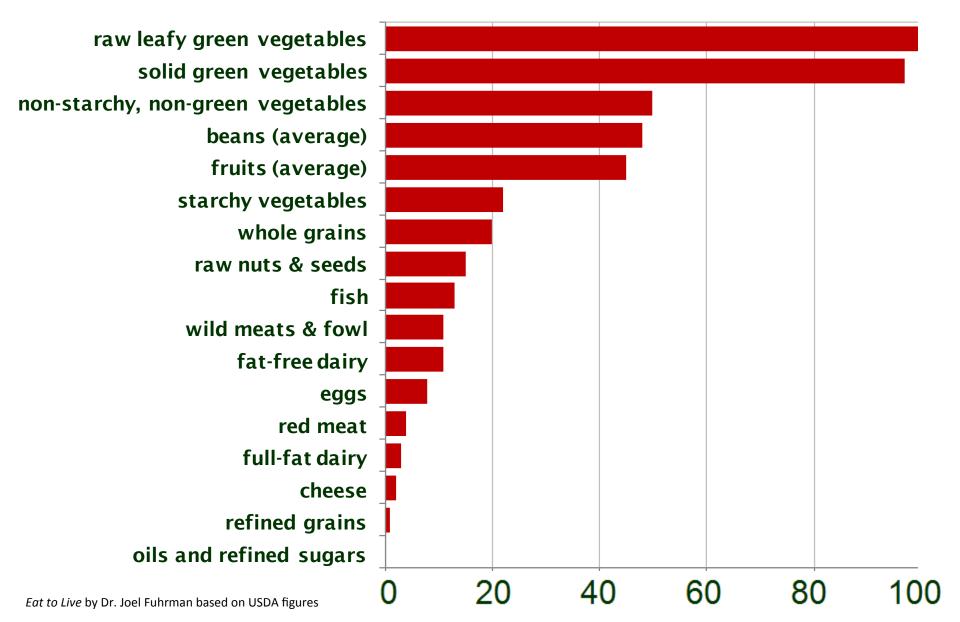
U.S. Meat Consumption per Person, 1909-2012



U.S. Annual Cheese Consumption (pounds per person)



Micro Nutrient Density per Calorie



All Major Studies Show an Increase in All Cause Disease and Death from Animal Based Low-Carbohydrate Diets

No Studies of High-Carbohydrate Diets Show Similar Effects



Low-Carbohydrate Diets and All-Cause Mortality: A Systematic Review and Meta-Analysis of Observational Studies

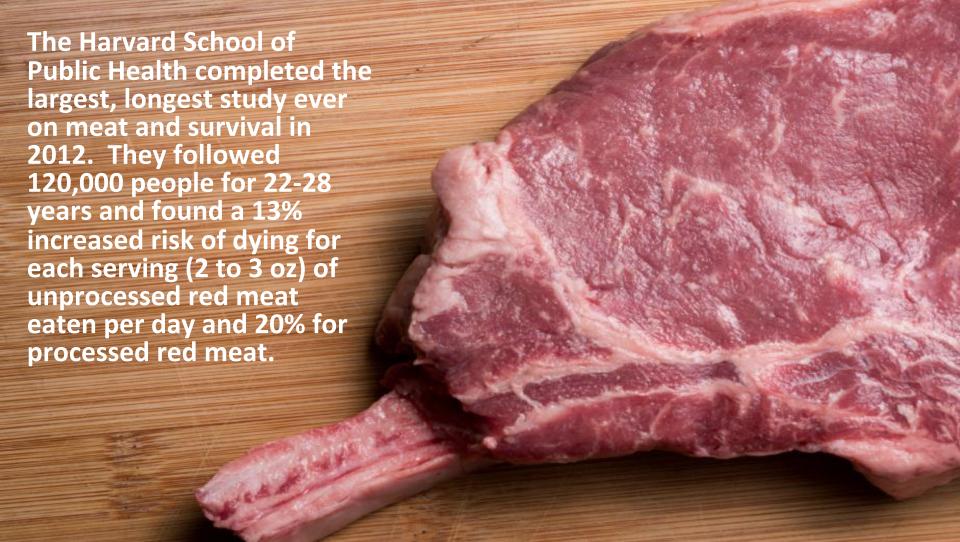
Hiroshi Noto^{1,2}*, Atsushi Goto^{1,2}, Tetsuro Tsujimoto^{1,2}, Mitsuhiko Noda^{1,2}

17 studies with over 700,000 people Low carbohydrate diets associated with a 31% increase in deaths from all causes

"Our systematic review and meta-analyses of worldwide reports suggested that low-carbohydrate diets were associated with a significantly higher risk of all-cause mortality in the long run. These findings support the hypothesis that the short-term benefits of low carbohydrate diets for weight loss are potentially irrelevant." $PLoS\ One.\ 2013;8(1):e55030.$

Red Meat Consumption and Mortality

Results from Two Prospective Cohort Studies



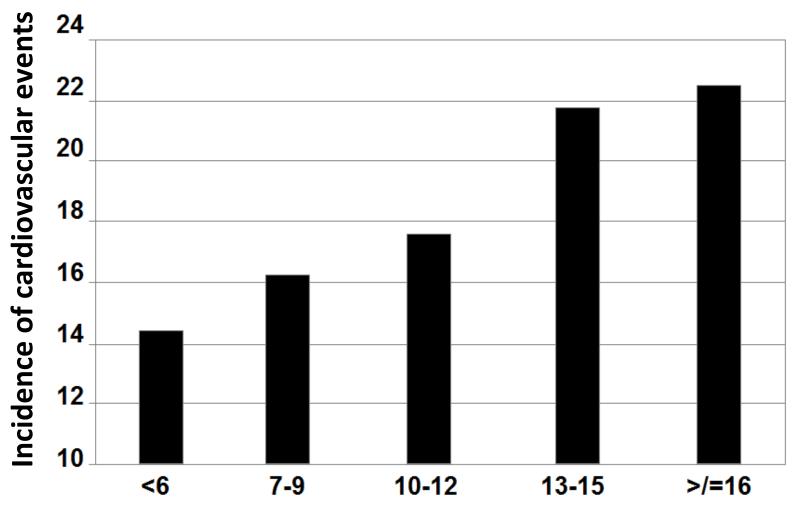
An Pan, PhD; Qi Sun, MD, ScD; Adam M. Bernstein, MD, ScD; Matthias B. Schulze, DrPH; JoAnn E. Manson, MD, DrPH; Meir J. Stampfer, MD, DrPH; Walter C. Willett, MD, DrPH; Frank B. Hu, MD, PhD; Arch Intern Med. 2012;172(7):555-563. doi:10.1001/archinternmed.2011.2287.

RESEARCH

Low carbohydrate-high protein diet and incidence of cardiovascular diseases in Swedish women: prospective cohort study

- Over 43,000 women, 30 49 years old were followed for more than 15 years.
- Overall a 60 percent increased risk of cardiovascular events occurred in those adhering better (score above 16) to a low carb, high protein diet.
- The results showed a gradual and consistent increased risk of developing cardiovascular disease and cardiovascular death the higher the consumption of animal products and reduction in carbohydrates.
- Their conclusion: Low-carbohydrate, high-protein diets, are associated with increased risk of cardiovascular disease.

Low-carb, High-protein Diet: Cardiovascular Disease Risk



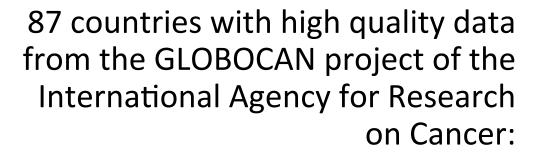
Low-carbohydrate, high-protein diet score (0-20)

1000+ Studies Confirm:

- Red meat & processed meat increases risk of colon cancer
- Plant-based diet consisting of whole grains, fruits, vegetables and beans decreases risk of colon cancer
- As a result, the World Cancer Research Fund/American Institute for Cancer Research recommend eating a plant-based diet

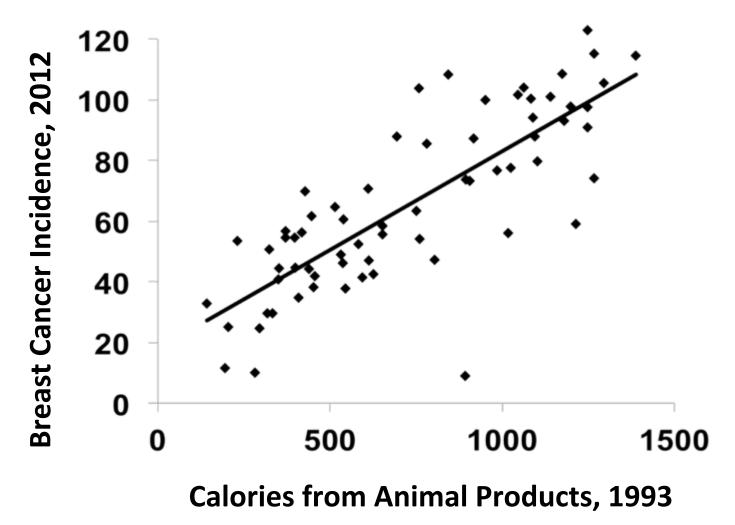


Animal Protein and Breast Cancer Relationship Confirmed by IARC



Animal product consumption was correlated with 12 types of cancer with a lag of 15-25 years. The overwhelming majority of countries used pasture-raised, not feedlot animal products.

Animal Product Consumption: Breast Cancer Rates Years Later



The Case for Whole Foods 90%+ Plant-Based Diets





The Whole Foods Plant-Based Diet

- 100% whole foods
- 90% to 100% plant-based
- Whole food starches are the main calorie source
- No refined sugars, grains or oils
- Nutrient density--unlimited vegetables & fruits
- Healthy fats primarily from nuts, seeds & avocados

All Documented Longest-Lived Societies Have Been Whole Foods 90%+ Plant-Based



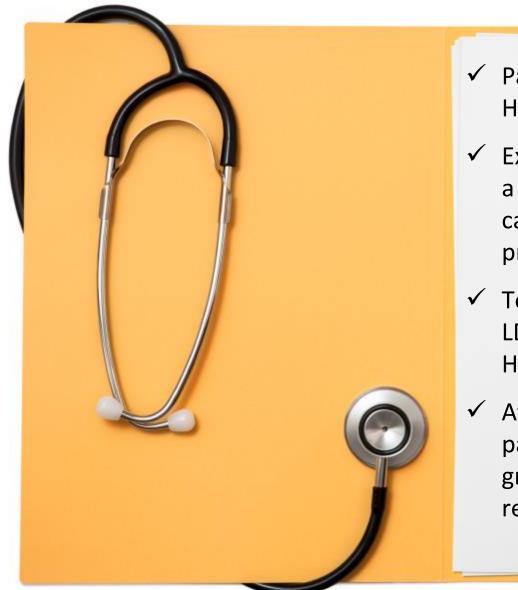
Seventh Day Adventist Health Study

12-year study, 34,000 people



- ✓ BMI: Vegan 23.6, vegetarians 25.7, omnivores 28.8
- ✓ Vegan Adventists who ate nuts and seeds, exercised and did not smoke were the longest lived cohort ever discovered in modern times
- ✓ Males lived 14 years longer than average Caucasian American
- ✓ Females lived 10 years longer than average Caucasian American
- ✓ Men: 60% lower risk of cancer, 76% lower risk of heart disease
- ✓ Women: 66% lower risk of cancer 98% lower risk of heart disease

Dean Ornish Lifestyle Heart Trial



- ✓ Patients all had Coronary Heart Disease
- ✓ Experimental group followed a vegetarian diet: 10% of calories from fat, 15-20% protein, 70-75% starches
- ✓ Total cholesterol fell 24.3%; LDL cholesterol fell 37.4%; HDL did not change
- ✓ After one year, 82% of patients in the experimental group showed significant reversal of heart disease

Total Health Immersion Program

- Available for free to all unhealthy Whole Foods team members
- One week of medically supervised healthy eating transformation
- Over 3,000 team members have participated
- Obesity, diabetes, heart disease all reversed quickly
- Saving Whole Foods Market many millions of dollars in health care costs each year

Biometrics	End of Immersion Results
Weight	-3.5 lbs
Blood Pressure	-10.1 mmHg
BMI	-1.5 kg/m ²
Cholesterol	-24.3 mg/dL
Triclycerides	-24.6 mg/dL

Confirmation Bias

"The human understanding when it has once adopted an opinion (either as being the received opinion or as being agreeable to itself) draws all things else to support and agree with it."

Francis Bacon

"People never get tired of hearing good things about their bad habits."

Dr. John McDougall

"Eat butter; drink milk whole, and feed it to the whole family. Stock up on creamy cheeses, offal, and sausage, and yes, bacon. None of these foods have been demonstrated to cause obesity, diabetes or heart disease."

Nina Teicholz

Summary & Conclusion

- America is fat, sick, and dying from dietary and lifestyle diseases
- The solution is simple to understand: we must eat a whole foods, 90%+ plant-based diet. This diet has been shown to keep us lean and healthy, prevent diabetes, reverse heart disease, decreases cancer risk and maximizes longevity.
- A low-carb animal centered diet can lose weight in the short term, but is not optimal for long-term health or longevity.
- Nina Teicholz is telling people exactly what they want to believe—that butter, meat, cheese, bacon, and eggs are good for them. However, these foods are not good for people, and she never proves they are in her book or in this debate. Instead she compares again and again a low carb diet against a straw man diet, what she calls a low-fat diet, but it is in reality a processed foods diet full of sugar and refined carbs and not actually low-fat at all.
- Each of us the potential to be healthy, fit, and lean. We should be able to live past 100 in good health and disease free. That is the goal I have set for myself and it is the goal each of us has the potential to realize.



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