Scientists have been calling for years for an advertising ban on light bevera

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Christopher Millett is a professor of public health at Imperial College London. He and eight of his colleagues from different universities published a study in January 2017 titled: "Artificially sweetened beverages and the response to the global obesity crisis". The result of the study is a resounding slap in the face for the beverage industry. The public has barely learned anything about it, which is why we are publishing the result in this channel.

Here is the summary from independent scientists: "Artificial sweeteners are far from contributing to solving the global obesity crisis and, due to their composition (low nutrient density and food additives), their consumption habits (potential promotion of preference for sweet taste) and their environmental impacts (misuse of natural resources, pollution or ecotoxicity), represent a potential risk factor for widespread chronic diseases."

Artificial sweeteners were never part of a "health project against rising global obesity," but rather a highly successful measure to rescue the beverage industry's revenues after it became too well known that sugary drinks make society overweight and sick. In March 2015, the World Health Organization (WHO) had issued revised guidelines on sugar consumption and national governments were called upon by the WHO to take measures to reduce sugar consumption. Sugary beverages came to be discussed as a major cause of obesity in an increasing number of children and adults. The business of sugar-sweet beverages was in danger. Transnational beverage manufacturers had to offset their losses and, with their advertising millions, quickly put an image out into the world that portrayed chemical sweeteners and light products as a solution.

Yet there is no compelling evidence whatsoever for the prevention of weight gain through artificial sweeteners! This is precisely what Prof. Millett and his colleagues criticize. The scientists therefore demand "more solid, conflict-of-interest-free research". Instead, the industry expanded its range of artificially sweetened beverages from soft drinks to the sale of flavored water, juices, ready-to-drink teas and coffee.

There is nothing wrong with moderate or occasional consumption of sugary beverages; especially if the body's main fluid intake consists of regular consumption of water with the

best possible cellular availability. Why this is the case and what lies behind the "secret" of cellular or bioavailable water, we describe in this article .

You can find the article here: "Rising heart attack risk, cancer and premature death from soft drinks"

Artificially Sweetened Beverages and the Response to the Global Obesity Crisis
https://journals.plos.org/plosmedicine/article?id=10.1371/journal.pmed.1002195

It's good.
to be truu.