

Blue Zones

“If you keep good food in your fridge, you will eat good food.” – Errik McAdams

‘How Not to Diet’ author to speak at Unity of Naples



Dr. Michael Greger with his new book: “How Not to Diet” SPECIAL TO THE NAPLES DAILY NEWS

Guest Contribution by Linda Sechrist

Not interested in offering dietary dogma, beliefs, or opinions, *New York Times* best-selling author of *How Not to Diet: The Groundbreaking Science of Healthy, Permanent Weight Loss*, Dr. Michael Greger, is very interested in the evidence-based science that supports making serious, life-and-death decisions concerning health. Greger, whose appearance at Unity of Naples on March 1 is sponsored by Naples Green Scene, will present some of the most notable science that he and his team at *NutritionFacts.org* found when searching for the answers to his one burning question about diet and nutrition, “What does the best available balance of evidence say right now?”

Evidence-based science on nutrition and dieting is important to Greger, the founding member and Fellow of the American College of Lifestyle Medicine. He says, “When you don’t have the science to back you up, all you have are “success” stories. The entire diet industry is built upon a foundation of fake news. The nutrition field has been dealing with bold-faced lies since back in the pre-post-truth era, and diet books can be the worst offenders. The majority of diet books deal in pseudoscience drivel swaddled in the trappings of science. I believe that we have a right to demand to know where authors get information they try to sell us, so that we can

check the credibility of the source and confirm its veracity. This is why I present the science in video format on *NutritionFacts.org*, where I can show the original data and link to downloads of all the primary sources.”

Greger, a graduate of Tufts University School of Medicine and Cornell University School of Agriculture, notes that nearly every month seems to bring news of a trendy new diet or weight-loss fad, and they always sell because they always fail. “The business model for the diet industry, which rakes in up to \$50 billion a year, is based on repeat customers that are wracked with the guilt and self-hatred of failure. They often line back up to be fooled again. I’m intending that my book breaks this cycle by cutting through the BS,” advises Greger, who adds that too often in diet books, the rule is to cherry-pick facts to push some pet theory and ignore the rest to promote an agenda. “It’s the opposite of science. In true scholarship, conclusions follow from the evidence, not the other way around.”

Unfortunately, according to Greger, who is also the author of *How Not to Die: Discover the Foods Scientifically Proven to Prevent and Reverse Disease*, even sticking to the peer-reviewed scientific literature isn’t enough. “The only way to get at the truth is to dive deep into the primary literature and read all the original studies yourself, rather than taking some contemporary reviewer’s

word for it. But who’s got time for that? At *NutritionFacts.org* we annually comb through tens of thousands of studies so our website and book readers don’t have to.”

To the delight of Greger and his team, all sorts of new tools and tricks were discovered while doing research for the book. “We uncovered a treasure trove of buried data, such as simple spices proven in randomized, double-blind, placebo-controlled studies to accelerate weight loss for pennies a day. In *How Not to Diet I* cover important information such as specific foods that can double as fat blockers and fat burners, starch blockers and appetite suppressants, how to cultivate a healthy microbiome in the gut, manipulating metabolism through chronobiology, and matching meal timing to circadian rhythms as well as the 21 tricks and tweaks for fast tracking weight loss. Every section could have been a book in its own right. It’s really more like 40 books packed into one.

Unity of Naples is at 2000 Unity Way. The cost is \$35 to \$75. For information or to purchase tickets go to NaplesGreenScene.org. Naples Green Scene is a Blue Zones Project Southwest Florida Recognized Organization. To learn more about Blue Zones Project Southwest Florida, go to SouthwestFlorida.BlueZonesProject.com. To learn more about Dr. Greger, visit NutritionFacts.org.