

# The world is facing Sugar Crisis

Stevia One and Only  
Non Caloric Natural  
Sweetener

Muthukrishnan J Founder & CEO

**MAKāStevia**  
Businesses@stevia Industry

Excess Consumption of Sugar Led to a **DIABETES & OBESITY EPIDEMIC.**

**DIABETES & OBESITY** are two of the biggest public health challengers of the 21st century.

**SEENITHULASI**<sup>®</sup> offers plant based sustainable solutions with best ingredients.

The American Heart Association recommends **No more than 6-9 Teaspoons** of Sugar per day.

The average Indian consumes maximum **15 teaspoons** of sugar per day. That's between

**5475 Teaspoons** in a Year. Per Teaspoons Sugar Contains 5 Gram Approx One Gram Sugar has 4 Calories That Means 5475 teaspoons multiply 5 grams = 27375 gram 27kgs approx = 1,09,500

Calories **Diabetes** kills more Indians than cancer and Aids Combined. Foods Promoted as

**" NATURAL"** are laden with **ADDED SUGARS** Compounding the confusion.

**74% of PACKAGED FOODS** sold in Super markets contain **ADDED SUGARS**

8 Surprising Sources of **HIDDEN SUGARS**

1] **Protein Bars**

2] **Flours**

3] **Snacks**

4] **Liquid Glucose added in traditional snacks like chikki etc,**

5] **Tea**

6] **Coffee**

7] **Sports Drink**

8] **Jams and Sauces**

Note\* **HONEY AMLA IS BLENDED WITH SUGAR**

**Sources of Added Sugars** by Category in the Indian Population

**Beverages 47%, Confectionaries, Condiments, Spreads 2%, Mixed Dishes 6%**

**Dairy 4%, Grains 8%, Snacks and Sweets 31%, Vegetables 1%, Fruits 1%.**

There is a better way..... and it starts with one plant leaf.

**STEVIA** Offers all the sweetness of sugar, without the harmful effects.

**STEVIA**

- About 200x Sweeter than Sugar
- Zero Calories
- No Impact on Blood Glucose Levels
- Most Popular natural alternative sweetener

**STEVIA** Products enhance agricultural **LAND UTILIZATION & WATER CONSERVATION**

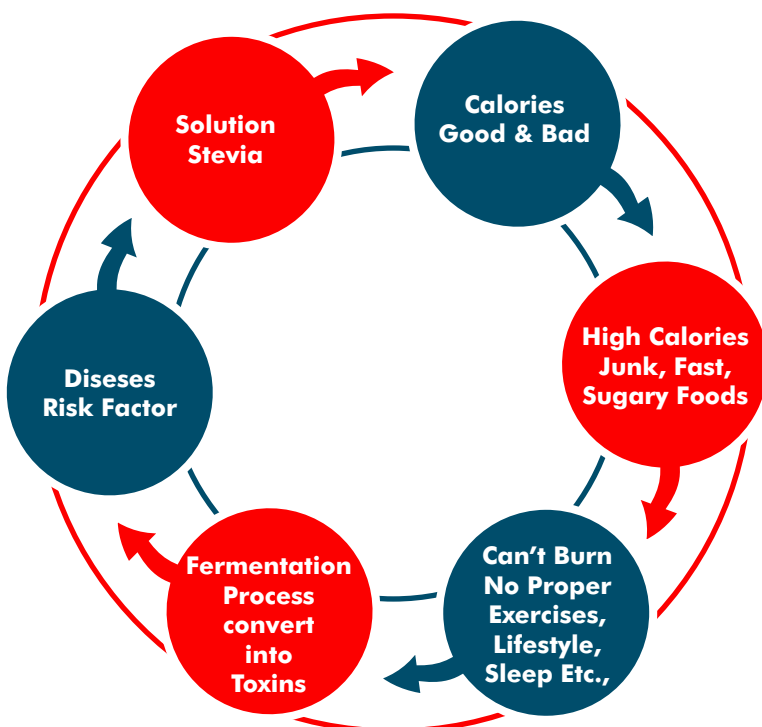
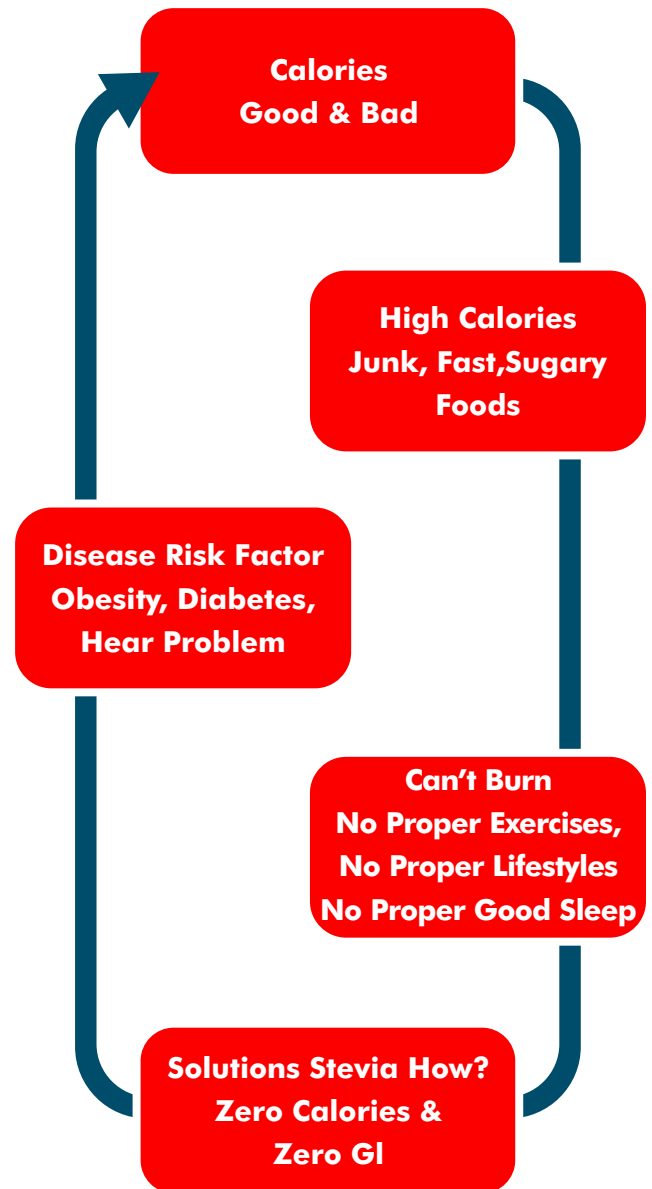
**STEVIA** Requires **ONE FIFTH OF THE LAND** Compared to Sugarcane and corn for the same amount of **SWEETNESS - LESS LAND means LESS WATER AND LESS ENERGY.**

**STEVIA** is used in more than **5000 FOODS & BEVERAGES** around the **GLOBE.**

**JOIN US IN TRANSFORMING THE FUTURE OF THE FOOD AND BEVERAGE**

## Calories Study Today Life Styles

Refer the above diagram. We all know what calorie is. There are two types of calorie as per study one is high and other is low calories, calories in general can be categorized as good and bad. We are going to discuss about high and bad calorie. The high calorie content are occupied in junk, fast foods and in sugary items. It turns out bad when there is lack of proper exercise and sleep. Since the contemporary lifestyle has no proper physical work, calorie content increases in body which leads to deadly health conditions like diabetes, obesity and heart problem. The only solution to these problems is stevia with zero calories and glycemic index hence eating stevia will never result in high calorie, and of course will never result in calorie.



## Calorie cycle switch to healthy lifestyle

Calories are categorized as good and bad. The calories that stay within the body initiating increased fat content will be a bad one for health. As of now, due to changed lifestyle and less physical work calories are not burned. Whatever goes below throat becomes calorie and calorie on burning is converted

to glucose energy and remaining calories becomes a bad one which affects the body. The fermentation process of calorie is converted into toxin and forms bad calorie. Sugar consumption initiates this bad calorie content and stevia can avoid those bad calories forming by giving energy saving you from disease risk factor. As experts says, the good calorie intake will store energy while bad calorie like sugar will be stored as excess fat.

## Food Pyramid Style

In this food pyramid you can clearly see the quantity of food. Earlier people were cautioned in eating grains to the maximum of 30 percent and fruits and vegetable of 20% and 25% respectively. They added meat, fish, eggs and fats, oily foods and sweets to 15% and 10% respectively to their diet. Now the chart has turned upside down. The consumption of grains reduced to 10% while fats, oils and sweets literally called junk foods are increased to 30%. This inverted transition of pyramid will definitely impact in their health. If you have physical work your calories will automatically burn by the work and you can eat fats. If not stevia is the only alternative.

### Health Food Pyramid

Fat, Oil, Sweets - 10%

Meat, Fish, Eggs - 15%

Fruits - 20%

Vegetables - 25%

Grains - 30%

### Present Food Pyramid

Fat, Oil, Sweets (Junk, Fast Foods) - 30%

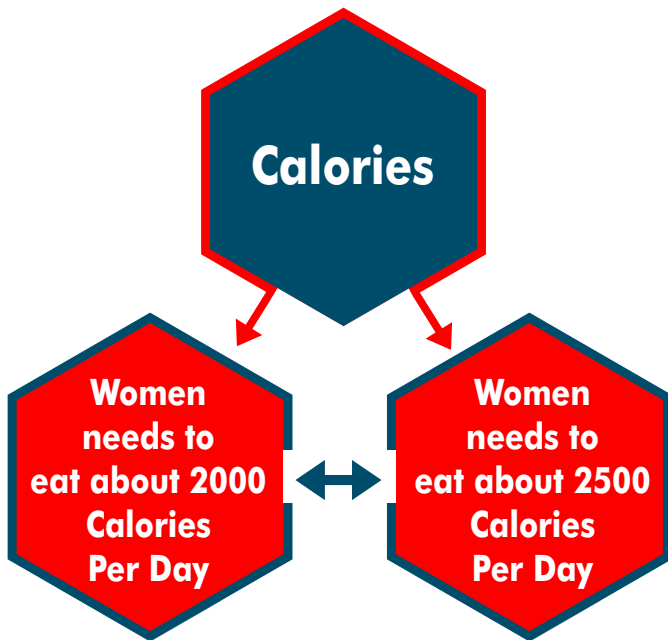
Meat, Fish, Egg (Hotels) 25%

Fruits - 20%

Vegetables 15%

Grains 10%

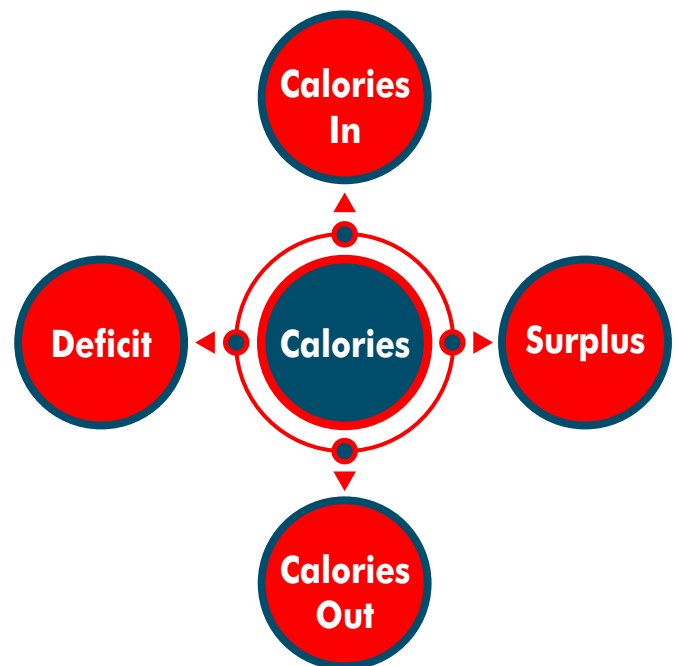
## Calories Need Men & Women Converted



Both men and women require good calories to lead a healthy life. Women normally require 2000 calories per day and men needs 2500 calories per day to lead a happy life. If the calorie is not energized due to high sugar content which are not burnt, it leads to risk factor. The dominating sugary snacks and food will lead to excess of calorie in body hence generating diseases.

## Two Types of Men & Women today's Life Style

Calorie is all that matters the most. Both men and women are facing two types of complexity in calorie- calorie deficit, calorie surplus. Due to the contemporary lifestyle and smart working and lack of hard work, calorie stays in and increases above 2500 which results in calorie surplus. The people who maintain proper in and out of calorie with the level of 2000 stays healthier. The stage of body is decided by calorie, 2500 calorie out will result in losing the weight, 2000 calorie maintenance will make you stay healthy while 2000 calorie out will result in obesity.



### CALORIES IN

- ◆ Calorie Deficit 2000 Calorie IN
- ◆ Calorie Maintenance 2000 Calorie IN
- ◆ Calorie Surplus 2500 Calorie IN

### CALORIES OUT

- 2500 Calorie OUT = Lose Weight (Under Weight) ◆
- 2000 Calorie OUT = Healthy ◆
- 2000 Calorie OUT = Gain Weight (OBESITY) ◆

## Caloric Surplus (This Person will Gain Weight)



Calorie surplus is caused in almost everyone. Normally, 3000 calorie is consumed on daily basis and on working out or physical work we burn 2500 calorie. So, out of 3000, 2500 calorie is burned on daily basis. Remaining 500 calorie is stored as fat, muscle or in both.

## Olden Days Insight

In the good olden days, we were initiated about the knowledge of fasting on the basis of religion. It was not only on spiritual basis, it was fabricated on health aspect too. An alternate day calorie fasting 5:2. Basically, women takes up 500 calorie and men takes up 600 calorie on fasting day. It is estimated that on fasting day people take up 2 small meals of 250 and 300 calories for women and men respectively. During fermentation process, if you take up fasting then excess calorie becomes energy and gives ways to easy digestion. This is a healthy fasting chart that controlled calorie level. When you fast calories are burned and little calorie is taken up on fasting hence you don't gain much weight. This was created by our ancestors for controlling and living a happy go life without calorie.

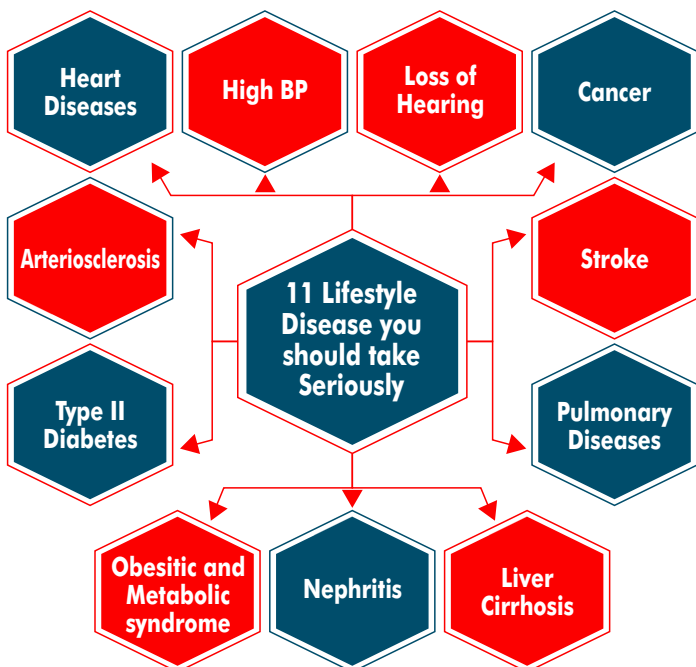
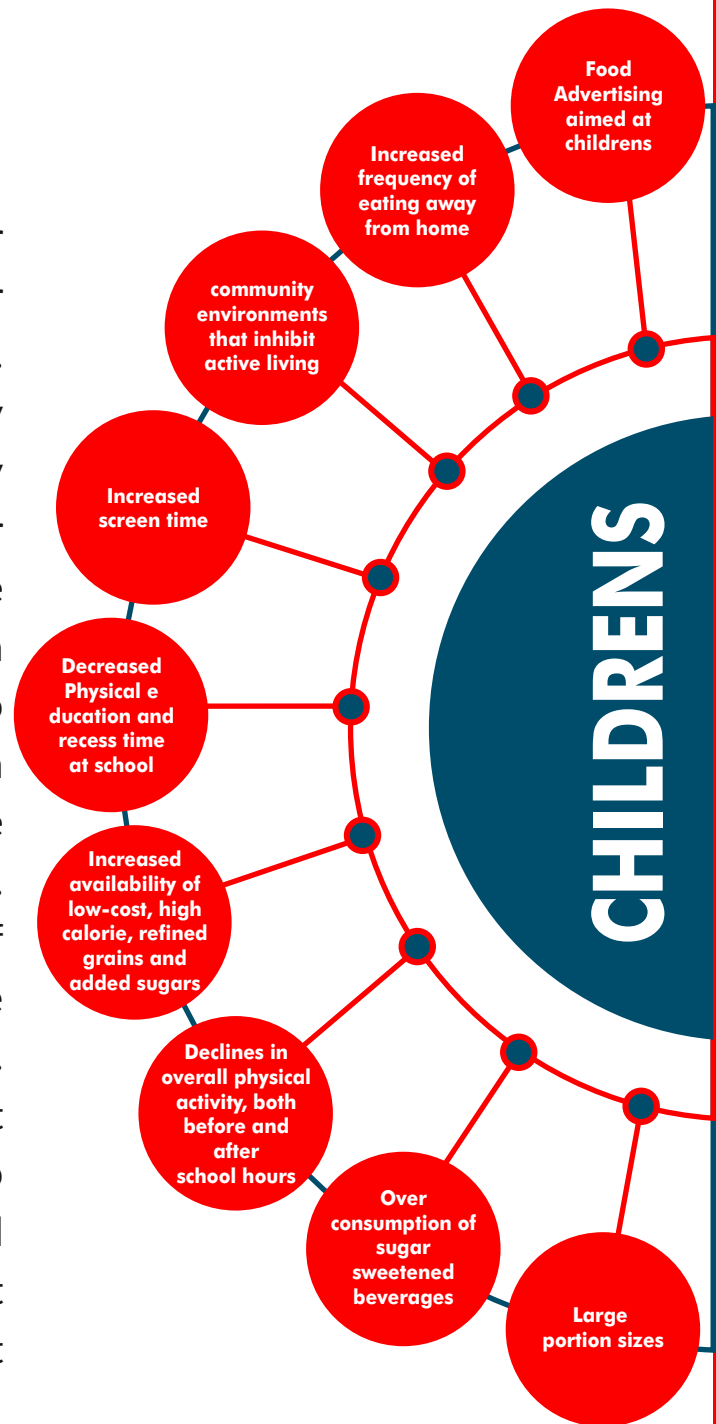
## ALTERNATE DAY CALORIE FASTING 5:2

<b>Eat Normally</b>	<b>24 Hour Fast (or) Eat Only a few hundred calories</b>	<b>Eat Normally</b>	<b>24 Hour Fast (or) Eat Only a few hundred calories</b>	<b>Eat Normally</b>	<b>24 Hour Fast (or) Eat Only a few hundred calories</b>	<b>Eat Normally</b>
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On the fasting days it's recommended that women eat 500 calories and 600, For examples, you might eat every day of the week except Mondays and Thursdays. For those two days you eat 2 small Meals of 250 calories each for women, and 300 calories each for men

# World Obesity Day 2018

Children – they are the only focal point for any product and sales. Children are major concern for calories. We care for them. Children are the one who is affected by obesity on large scale. This is because they are the major consumers for sugar sweetened food and beverages, and large scale fast food companies focus on children to sell their product. Since they consume so much calorie, they are not given enough physical work to burn calorie hence calories are stored as bad fat in their body. They have increased screen time of watching television, mobiles and decline of physical activities before and after school. They have different habitat and environment they dwell in. they are highly prone to low-cost, high calorie, refined foods, and added sugary foods along to frequent outside food have made them calorie addict and an obese kid.



## 11 Lifestyle Disease you should take Seriously

Globally 14.2 million people 30-69 years old die / year from these diseases these diseases emerged as bigger killers than infectious or hereditary ones obesity is a leading cause of insulin resistance - at least 80% of people with TYPE 2 Diabetes are overweight. Genetic factors are also likely to be involved in the cause of Type 2 Diabetes. A family history of the disease has been shown to increase chances of getting it.



The 11 most deadly lifestyle diseases that increase mortality rate worldwide. There 14.2 million people dying per year. These are mostly 30-69 year old people. These 11 types of diseases are stronger than the genetic or hereditary disease. Out of all disease obesity is the most vital deadliest one which induced type 2 diabetes in almost 80% of the people. Obesity leads to insulin resistance and overweight. Type 2 diabetes causes genetic or hereditary disease hence, increases chance of getting these lifestyle diseases. Here is the list of 11 lifestyle diseases induced due to changed in lifestyle habitat

- Type 2 diabetes
- Arteriosclerosis
- Heart disease
- High BP
- Loss of hearing
- Cancer
- Stroke
- Pulmonary disease
- Liver cirrhosis
- Nephritis
- Obesity and metabolic syndrome

### **Sugar Impairs Spatial Memory**

**Sugar can increase the reactive oxygen species [ROS] which can damage the cells and tissues**

**Sugar can cause juvenile delinquency in Children**

**Sugar increase the risk of breast cancer**

**Sugar has a risk factor in small intestine cancer**

**Sugar Reduces high-density lipoprotein [HDL]**

**Sugar can decrease testosterone production**

**Sugar causes constipation**

**Sugar has a risk factor of lung cancer**

**Sugar reduces the body ability to defend against the bacterial infections**

**Sugar is an addictive substance**

## **Sugar Defects**

This picture explains the worst side of sugar. Sugar although a natural sweetener it has many defects that drastically affects your health and leaves its impact for long. Sugar is a sweet poison that causes breast cancer, constipation, spatial memory, small intestine cancer, decreases testosterone production, lung cancer and so many. These harmful sugar effects should be avoided and replaced. It also has a significant effect in causing juvenile delinquency in children and reduces your immunity power which is the most important criteria to prevent you from disease.



## Well Known Sweeteners in Indian Market

In Tamilnadu, when we ask for a sweetener the first thing that comes to mind is sugar then jaggery then honey. Here are the insights about these major sweeteners. There are probably 4 major sweeteners well known Indian market. They are sucrose, brown sugar, honey, sugar-free (sucralose). This post will give a detailed illustration about each sweetener we prefer. It compares the calorie content, its usage, its pros and cons. It helps you compare the glycemic index with other sweetener. Understand more about your sweetener and make the right decision according to your health status.



### High Fructose Corn Syrup

16 Calories/ Teaspoon - 50% Fructose & - 50% Glucose  
Common Name - HFCS 55  
Glycemic Index = 67-72

### Molasses

19 Calories/ Teaspoon caloric sweetener made from juices, corn - 50% Glucose 50% fructose  
Glycemic Index = 55

### Agave Syrup

21 Calories/ Teaspoon caloric sweetener Composed of 90% Glucose 10% Sucrose  
Glycemic Index = 15

### Maple Syrup

17 Calories/ Teaspoon caloric sweetener Composed of 100% Sucrose  
Glycemic Index = 54

### Sodium Cyclamate

0 Calories/ Teaspoon Artificial sweetener ADI 11mg/kg of Body Weight  
Glycemic Index = 0

## List of Sweetener in World Market

This is the list of top 10 sweeteners in the world. There are 10 major sweeteners available in the world market; they are high fructose corn syrup, molasses, agave syrup, maple syrup, sodium cyclamate, Acesulfame potassium, aspartame, saccharine, sugar alcohol, and stevia extract. This image has statistical insights on glycemic index and calorie. This list is arranged in

## Acesulfame Potassium

0 Calories/ Teaspoon Artificial sweetener  
ADI 15mg/kg of Body Weight  
Glycemic Index = 0

## Aspartame

4 Calories/ Teaspoon Artificial sweetener  
ADI 40mg/kg of Body Weight  
Glycemic Index = 0

## Saccharine

0 Calories/ Teaspoon Artificial sweetener  
ADI 5mg/kg of Body Weight  
Glycemic Index = 0

## Sugar Alcohol

7 Calories/ Teaspoon Artificial sweetener  
ADI 10 grams/per day, Reduced caloric  
sweetener, Glycemic Index = 0

## Stevia Extract

0 Calories/ Teaspoon Naturally sourced  
sweetener ADI 4mg/kg of Body Weight,  
Glycemic Index = 0, Uses - Common in all  
Natural / Health Food Products

ascending order with high calorie and high glycemic index. The top listed sweeteners are artificial sweeteners. While the stevia extract is natural sweeteners with zero calorie and zero Glycemic index. This compromises of both natural and artificial sweeteners with calorie count. Each component differs from one another by the elements it composed of. By this, you could understand what makes your sweetener different and how effectively you should choose the right sweetener rather than going for the usual one. Prioritize your health at the first place.

## STEVIA New Rule by Nature

As Nammazhvar says, "god and nature will never go wrong". There is natural solution for calories and alternate sweetener. Stevia a natural sweetener with zero calorie and glycemic index. This post explains a precise note on pros and cons of stevia. The pros are that they can be used in baking and never cause tooth decay. The cons are it is not advisable for lower blood sugar patients, lower blood glucose patients, also commercially mixed with alcohol and few stevia gives bitter flavor after taste. it is 300 times sweeter than sugar and are used as both medical and non medical ingredients. This natural sweetener can be used in all healthy food product and has ADI of 4mg/kg. Since it is from nature and most preferred sweetener with zero calorie and zero glycemic index it is said to be a savior for all high caloric and diabetic patient.

**0 Calories / Teaspoon**

**Naturally Sourced Sweetener extracted from leaves of Stevia rebaudiana**

**Common Name - Sweetleaf<sup>®</sup>, Truvia<sup>®</sup>, Seenithulasi<sup>®</sup>**

**Uses: Common in all natural/ healthy food products**

**300X Sweetener than table sugar**

**ADI [Acceptable Daily Intake] 4mg / kg of body weight**

**PRO: Stevia Leaves along with its rude extracts have been approved by USFDA for use both as non-medicinal ingredients, and as medicinal ingredients, in certain natural health food products.**

**PRO: Can be used in Baking**

**PRO: Won't cause tooth decay**

**CON: Over consumption has been linked to lowered blood pressure and blood glucose in people taking medications for blood pressure and blood sugars**

**CON: Most commercial Stevia table sweeteners are mixed with sugar alcohols [tips always read the ingredients list]**

**CON: Bitter after taste**

**Glycemic Index = 0**

# Comparison Flow Chart Tea Converted

Tea

White Sugar Tea

Per Cup

Two Teaspoon Sugar

10 Gram

40 Calories

Seenithulasi Tea

Per Cup

Diet Spoon

1 Gram

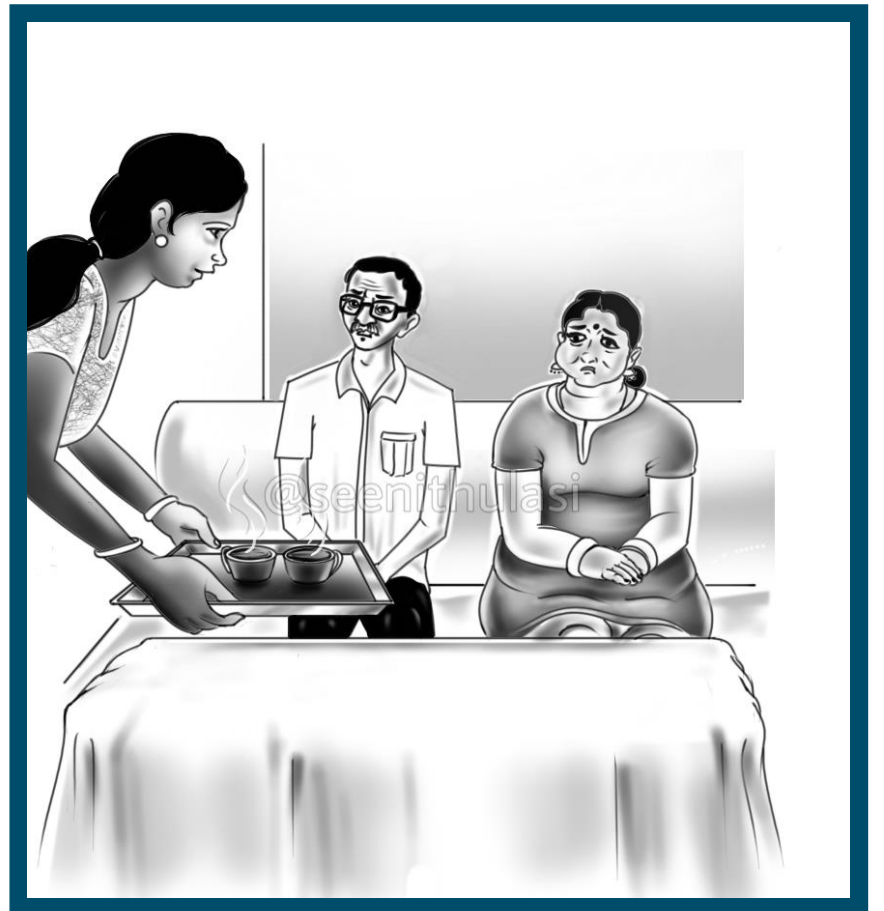
0 Calories

TN Population  
6.79 Crores

Market Penetration  
25% = 1.6 Crores

1.6 Crores \* 120 Calories  
(Three Cup of Tea)  
2 Billion Calories Eliminate in  
2025

# 2010 Tragedy



# Fast Food and High Sugar Effects Converted

## Headache

Eating foods filled with sodium, like many fast foods, can increase your risk for headaches

## Acne

Carbs, not Grease, can trigger acne. Carb-heavy fast food like french fries, hamburger buns, and potato chips may lead to acne breakouts.

## Heart Disease or Stroke

Elevated cholesterol and increased blood pressure are two of the top risk factors for heart disease and stroke.

## High cholesterol

Fried foods are filled with trans fats. These fats are known to raise LDL (bad) cholesterol levels

## Weight Gain

Even though you may think you're eating "Healthy", you may still underestimate the number of calories you're consuming. This can lead to unintentional weight gain

## Blood Sugar Spike

Fast food is filled with empty carbohydrates, which can cause frequent insulin spikes. This may alter your body's natural insulin response.

## Insulin Resistance

Fast food can lead to frequent insulin spikes. This can lead to insulin resistance and type 2 diabetes

## Depression

Eating fast food and processed food may increase your risk for depression.

## Dental Distress

The Carbs and Sugar in fast food produce acids that can destroy tooth enamel. This can lead to dental cavities

## Shortness of Breath

Extra Calories can turn into excess pounds. Without exercise to counteract the increase in calories, obesity may become a reality. Obesity can cause shortness of breath and wheezing, even when you do very little physical activity.

## High Blood Pressure

Fast food is typically sodium-heavy, which can elevate blood pressure or aggravate existing heart disorders, including congestive heart failure.

## Extra Calories

People who eat at fast-food restaurants tend to take in an extra 187 to 190 calories per day

## Bloating and Puffiness

Your body may retain water if you eat too much sodium, leaving you feeling puffy, bloated and swollen.

