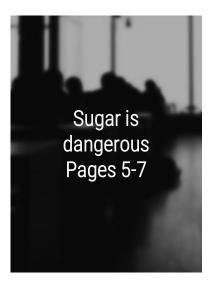


## Very briefly Presentation agenda

Brazil &Diabetes Statistics Pages 3-4







# Short country summary Brazil & Diabetes Shocking numbers



9.04% Brazilian people have diabetes or pre-diabetes

\$1,477 Diabetes Expenditure/ person with diabetes

 $124,\!687 \quad \text{Diabetes related deaths (20-79)}$ 

 $11,933.58 \quad {}^{Diabetes\ Cases\ (20-79)\ in\ 1000s}$ 

 $2,870.54 \quad \begin{array}{l} \text{Number of cases of diabetes in adults that are} \\ \text{undiagnosed (20-79; in 1000s)} \end{array}$ 



Diabetes is a national-size problem in Brazil YES. Sugar is dangerous.

### The substance so widely spread in the world

### ...Sugar



Sugar has become as dangerous as alcohol or tobacco, academics have said as they call on the food industry to cut 30 per cent from processed in Britons' cupboards.

Health experts claim the reduction could shave 100 calories from each person's daily intake and reverse the Brasilia's growing

obesity epidemic.



HALTH DANGER

Alcohol

Tobacco

Sugar





Professor of Clinical Epidemiology at the University of Liverpool, UK, Simon Capewell says,

Sugar is the new tobacco.

Everywhere, sugary drinks and junk foods are now pressed on unsuspecting parents and children by a cynical industry focused on profit not health.

Professor of Pediatric Endocrinology at the University Of California, San Francisco Robert Lustig:

Children are the primary targets of marketing campaigns, and the least able to resist the messaging. "That makes sugary drinks like the "alcohol of childhood", which makes them obese."

Assistant Professor of Medicine at the University of Ottawa, Canada, Yoni Freedhoff;

Not only has added sugar found its way into virtually everything we eat, but worse still, the use of sugar as a means to pacify, entertain and reward children has become normalized to the point that questioning our current sugary status quo often inspires anger and outrage.

### The only one decision can be made

### Sugar alternatives needed to save millions of people

And there are just two types of sugar alternatives





Unhealthy way to replace sugar

## Aspartame -100% Chemical sugar substitute

Brain tumors

Alzheimer's

Diabetes

Birth defects

Fibromyalgia



Aspartame by Far the Most Dangerous Substance Added to Most Foods Today

Aspartame accounts for over 75 percent of the adverse reactions to food additives reported to the FDA. Many of these reactions are very serious, including seizures and death.



Chronic fatigue syndrome

Multiple sclerosis

Parkinson's disease

# If you want to go the right way – better use 100% Natural sugar substitute - Xylitol



### Insulin-glucose balance

Xylitol processed form of sugar, meaning that the body cannot break down the carbohydrates into simple sugars and flood the bloodstream with it, thereby throwing off the balance of insulin and glucose

#### Antibacterial

Xylitol has antiviral and antibacterial effects, which are often the immune attackers that result in ear infections

### Just good for health

Xylitol efficiently converts into short fatty acid chains that increase gut function and efficiency, thereby reducing stagnation in the digestive tract.

#### One or two?

### Xylitol has a lot of benefits!













Tooth decay happens when bacteria in your mouth consume the sugars we eat. When you eat food containing ordinary sugar (sucrose), it gives bacteria on your teeth energy, allowing them to multiply and start making acids that can eat away the enamel on the teeth. This "acid attack" causes tooth decay and cavities to begin to form

Xylitol is a natural sweetener derived from the fibrous parts of plants. It does not break down like sugar and can help keep a neutral pH level in the mouth. Xylitol also prevents bacteria from sticking to the teeth. This is how it protects the teeth from tooth decay

With the dental benefits of Xylitol, the acid attack that would otherwise last for over half an hour is stopped. Most people are not aware of this benefit because such a claim makes xylitol into a drug, crossing a boundary not allowed by the Food and Drug Administration.

### 10 FACTS ABOUT DIABETES ACCORDING TO WHO

## Xylitol, Diabetes and WHO – Factology 01





### About 347 million people worldwide have diabetes

There is an emerging global epidemic of diabetes that can be traced back to rapid increases in overweight, including obesity and physical inactivity

### Diabetes is predicted to become the 7th leading cause of death in the world by the year 2030

Total deaths from diabetes are projected to rise by more than 50% in the next 10 years

#### There are two major forms of diabetes

Type 1 diabetes is characterized by a lack of insulin production and type 2 diabetes results from the body's ineffective use of insulin.

#### A third type of diabetes is gestational diabetes

This type is characterized by hyperglycemia, or raised blood sugar, with values above normal but below those diagnostic of diabetes, occurring during pregnancy. Women with gestational diabetes are at an increased risk of complications during pregnancy and at delivery. They are also at increased risk of type 2 diabetes in the future.

## Xylitol, Diabetes and WHO – Factology 01



Type 2 diabetes is much more common than type 1 diabetes

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium,

Type 2 diabetes is much more common than type 1 diabetes

Type 2 accounts for around 90% of all diabetes worldwide. Reports of type 2 diabetes in children – previously rare – have increased worldwide. In some countries, it accounts for almost half of newly diagnosed cases in children and adolescents.

Cardiovascular disease is responsible for between 50% and 80% of deaths in people with diabetes

3

Diabetes has become one of the major causes of premature illness and death in most countries, mainly through the increased risk of cardiovascular disease (CVD).

In 2012 diabetes was the direct cause of 1.5 million deaths 80% of diabetes deaths occur in low- and middle-income countries

In developed countries most people with diabetes are above the age of retirement, whereas in developing countries those most frequently affected are aged between 35 and 64.

Diabetes is a leading cause of blindness, amputation and kidney failure

Lack of awareness about diabetes, combined with insufficient access to health services and essential medicines, can lead to complications such as blindness, amputation and kidney failure.

Type 2 diabetes can be prevented

Thirty minutes of moderate-intensity physical activity on most days and a healthy diet can drastically reduce the risk of developing type 2 diabetes. Type 1 diabetes cannot be prevented.

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