

strong enough to dissolve nails and limestone, and the very substantial amount of caffeine in the cola drinks, without doubt, has a direct bearing on the prevalence of gastric ulcers."

#### SOFT DRINKS & OSTEOPOROSIS

Soft drinks may more than double the risk of breaking your bones. One study links the phosphorus in carbonated beverages with bone fractures in women after the age of forty.

#### SOFT DRINKS — SWEET, CHEAP, AND DETRIMENTAL

Soft drink processors may use many different colorings, flavorings, preservatives, anti-foaming agents, emulsifiers, and fillers in their beverages. Both coal-tar colors of "certified dyes" and "decertified" ones offer unnecessary risks. The consumer is largely uninformed regarding the ingredients used in soft drinks.

Soft drinks are not "soft" — they are HARD on your health!

#### References:

1. Jacqueline Verrett, Ph.D., *Eating may be Hazardous to your Health*, Simon & Schuster, NY.
2. Gene Wright, *Sweet Suicide*, Wynwood Press, NY, NY.
3. Carol Simontacchi, *The Crazy Makers*, Jeremy P. Tarcher/Putnam, NY, NY.
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"Soft drinks have much in common with hard liquor, claimed the co-discoverer of insulin, Dr. Charles Best. Used excessively, either may create protein deficiency by providing no nutrients... Among other effects, prolonged protein deficiency ultimately damages the liver. Cirrhosis of the liver have been found among teenagers who drink large quantities of soft drinks, as well as among chronic alcoholics."

Beatrice Trum Hunter — *Consumer Beware!*

Whether therefore ye eat, or drink, or whatsoever ye do, do all to the glory of God.

I Corinthians 10:31

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FREEDOM OF HEALTH

# WHAT'S WRONG WITH SOFT DRINKS?



## **WHAT'S WRONG WITH SOFT DRINKS?**

Most Americans don't drink much water, anymore. Instead, they drink more than thirty-seven gallons of alcoholic beverages per year; and soft drinks account for another fifty gallons per year. Manufacturers produce enough pop to provide every American with fifty-four gallons per year. The average teenage boy consumes three and one-half cans of soda per day, and girls drink nearly that much.

Many of the soft drinks are addictive. They furnish no nutrition, and soft drinks can do damage to the body.

Cola drinks, discovered in 1949, contain a solution strong enough to dissolve iron.

## **CARBONATED WATER — HARMLESS OR HARMFUL?**

From eighty-nine to ninety-three percent of a bottle of pop is water. The water is carbonated by putting carbon dioxide under pressure, creating the bubbles. The carbon dioxide also increases the flavor, making it possible to produce a cheaper product.

The carbonic acid in the drink (which makes it "fizz"), is decidedly harmful to the eyes and can increase myopia (near sightedness).

## **FLAVORING — ARTIFICIAL OR REAL?**

Your favorite soft drink or fruit drink may come from natural or synthetic sources or a compound of both. Chances are that the Florida-ripe orange luster gleaming from the bottle in your refrigerator comes from coal tar coloring, though perchance

there may actually be a portion of real orange juice used! But whether in orange juice or soft drinks, you can probably rely on the presence of an added coloring agent, almost always made from coal tar. The government has certified these coal tars as "safe for human consumption," in spite of the fact that coal tar colorings are known to produce cancer.

## **CAFFEINE, A STIMULANT**

According to the Council on Foods & Nutrition, cola drinks contain about two-thirds of a grain of caffeine per six ounces of beverage or about one-third the amount in a cup of coffee. Caffeine is a stimulant, and even the cola advertisers stress that the "life" comes from a "Coke." This "life" that you always get from coffee also comes from the caffeine. The cola manufacturers argue that since the caffeine content in their drink is only a fraction of that in coffee, it is harmless! But they do not add that children innocently drink bottle after bottle, day after day, thereby far exceeding the caffeine content in a cup or two of coffee.

Caffeine has been found to produce ulcers in animals and in some human beings. Severe vertigo may also result. This is to say nothing of its common effects of heart and nerve stimulation.

## **CALORIE INTAKE**

Carbonated drinks are the single biggest source of refined sugars in the American diet. According to dietary surveys, soda pop provides the average American with seven teaspoons of sugar per day, out of a total of 20 teaspoons. Teenage boys get 44% of their 34 teaspoons of sugar a day from soft drinks. Teenage girls get 40% of their 24 teaspoons of sugar from soft drinks. Because some people drink little soda pop, the percentage of sugar

provided by pop is higher among actual drinkers.

Lots of soda pop means lots of sugar, which means lots of calories. Soft drinks are the fifth largest source of calories for adults.

## **SUGAR & SOFT DRINKS**

There is so much sugar in a soft drink that heavy drinkers often get an extra pound of white sugar in their diet each day.

Blood sugar levels shoot up and sink when soft drinks are consumed. The appetite is dulled, and valuable nutrients are depleted in an attempt to metabolize the sugar in these drinks. When soft drinks are taken with food, the sugar leads to fermentation causing bad digestion.

## **U.S. HOUSE COMMITTEE INVESTIGATES CHEMICALS IN COLAS**

At a hearing of the United States House Committee, an investigation on the use of chemicals in food was held in Washington, D.C., September 19, 1950. The following information was revealed by Dr. Clive M. McKay, Professor of Nutrition, Cornell University, who for three years during World War II was head of nutrition research for the United States Navy: "The popular cola drink is a strange mixture of phosphoric acid, sugar, caffeine, coloring, and flavoring matter. The amount of phosphoric acid is 55 percent, giving cola drinks an acidity of pH 2.6, or about the same as vinegar. Why doesn't a cola drink then taste like vinegar? Because of the sugar added. But why so much phosphoric acid? Evidently, to keep the water sterile as no bacteria can live in such acid solution. The solution of phosphoric acid in cola drinks is so strong as to cause human teeth to come very soft within two days. In fact, it is