

# Everything In Moderation?

We are at fork in the road

BY HECTOR BELARDO

Fork the System Tackling the root cause of our health crisis—poor nutrition—requires systemic change. Next time someone says, “Everything in moderation,” choose whole, nutrient-dense foods instead.



**Let Them Eat Cake...** and chips and soda, too? “Everything in moderation” sounds reasonable—until you realize the food industry has turned moderation into a marketing ploy. We’re told to enjoy “a little of everything” while consuming foods engineered to hijack our biology. You’re not stopping at one chip when it’s chemically designed to make you crave more.

**From Marlboro Man to Marshmallow Man:** In the 1970s, doctors appeared in cigarette ads, claiming, “More doctors smoke Camels.” Laughable now, but how different is it from today’s food pyramid—crafted with help from industry players? The same companies that profited from addiction in the past now profit from ultra-processed foods, capitalizing on sugar and toxic chemicals to drive sales and dependency.

**The Sweet Lies of Sugar:** In the 1960s, the Sugar Research Council paid scientists to blame fat, not sugar, for heart disease. The result? Decades of low-fat, high-sugar products that fueled an epidemic of diabetes, obesity, and heart disease. Today, sugar lurks in nearly everything—bread, salad dressings, and even yogurt.

**The Silent Epidemic Chronic Illnesses** like heart disease, diabetes, and cancer are now the leading causes of death. Ironically, cardiovascular disease is the number one killer of cardiologists. Instead of addressing root causes like poor nutrition, we pour billions into treating symptoms with medications that barely provide relief, while the food industry thrives.



## “Everything in Moderation Myth... Until It Kills You”

Moderation doesn’t work in a system designed for excess. Foods are engineered to override satiety, leaving us hooked on products that harm our health. Nutrition isn’t just personal—it’s political. It’s time to demand transparency, better food options, and accountability from industries profiting at the expense of public health.

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