

You Are What You Don't Eat

How the Food Industry Got You, and How to Get Out

Not your fault. Now your responsibility.

Read the label, then eat the biscuit anyway?

Research a toaster for a week, then pour a pint of orange juice at breakfast?

Know exactly what is wrong with your diet, and eat it regardless?

This book is for you.

Most of us are far too clever to eat this badly. And yet here we are. The food industry has spent sixty years and billions of pounds ensuring it. It engineered the bliss point for sugar, salt and fat. It printed health claims on products that deserve none. Its job is to sell food, not to keep you well, and it is very good at it. This is the briefing you never received.

Inside the book

- The five worst offenders, one chapter each: sugary drinks, breakfast cereal, processed snacks, alcohol and fast food. What they contain and why they are designed to override your appetite
- The science in plain English, with every claim sourced
- How not to eat: forty everyday habits audited, from the hotel breakfast to the buffet to the sandwich at the desk
- Why slow weight gain goes unnoticed, where motivation really comes from, and what to do in the twenty minutes after it all goes wrong
- A straightforward account of the weight-loss injections, from an author who has taken them and says so in the first hundred words
- A ten-week escape plan: one change a week, nothing to buy, nothing to weigh, nothing to resist

No diet. No sermon. Nothing to sell. Just how the food industry got you, and how to get out.

You Are What You Don't Eat is the big book. Its three practical companions, *A Little Book of Quick, Easy, Healthy Meals*, *A Little Book of Everyday Exercise* and *A Little Book of Strength Training*, follow on 5 February 2027.

Graham Roberts-Phelps spent thirty years teaching leaders to lead in more than twenty countries. Until recently, he was a walking case study in poor eating habits. He lost thirty kilograms, turned his blood results from red to green, and wrote down how. He is not a doctor, and says so before anyone has to ask.

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