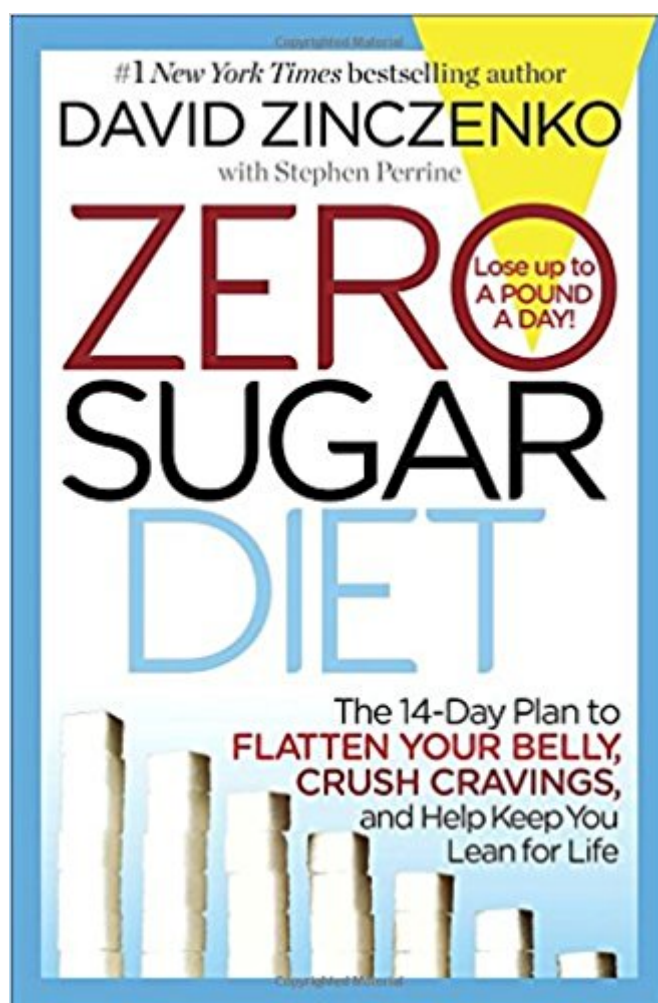


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# Zero Sugar Diet: The 14-Day Plan To Flatten Your Belly, Crush Cravings, And Help Keep You Lean For Life



## Synopsis

NEW YORK TIMES BESTSELLER — Lose up to a pound a day and curb your craving for sweets with delicious recipes and simple, science-based food swaps from David Zinczenko, Good Morning America's health and wellness editor and bestselling author of *Zero Belly Diet*, *Zero Belly Smoothies*, and *Eat This, Not That!* With *Zero Sugar Diet*, #1 New York Times bestselling author David Zinczenko continues his twenty-year mission to help Americans live their happiest and healthiest lives, uncovering revolutionary new research that explains why you can't lose weight and shows that it's not your fault! The true culprit is sugar—specifically added sugars—which food manufacturers sneak into almost everything we eat, from bread to cold cuts to yogurt, peanut butter, pizza, and even “health” foods. Until now, there's been no way to tell how much added sugar you're eating or how to avoid it without sacrifice. But with the simple steps in *Zero Sugar Diet*, you'll be able to eat all your favorite foods and strip away unnecessary sugars—losing weight at a rate of up to one pound per day, while still enjoying the sweeter things in life. By replacing empty calories with essential ones—swapping in whole foods and fiber and swapping out added sugars—you'll conquer your cravings and prevent the blood sugar surge that leads to some of the worst health scourges in America today, including abdominal fat, diabetes, heart disease, cancer, liver disease, fatigue, and tooth decay. And all it takes is 14 days. You'll be stunned by the reported results: Lisa Gardner, 49, lost 10 pounds Tara Anderson, 42, lost 10 pounds David Menkhaus, 62, lost 15 pounds Ricky Casados, 56, lost 12 pounds You, too, can melt away belly fat, boost your energy levels and metabolism, and take control of your health and your life, armed with a comprehensive grocery list of fresh produce, proteins, whole grains, and even prepared meals, accompanied by two weeks' worth of fiber-rich breakfast, lunch, dinner, and snack recipes and real-life results from successful *Zero Sugar* dieters. The fat-burning formula for long-term weight loss and optimal health is at your fingertips. Join in the crusade and say goodbye to added sugars—and goodbye to your belly—with *Zero Sugar Diet*! Praise for *Zero Sugar Diet* —“*Zero Sugar Diet* targets an easily identifiable enemy, comparing excess sugar in our diet to a deadly virus. . . . Well, that got my attention.” —*The New York Times Book Review* —“A user-friendly guide [that provides] a wealth of helpful information and tools for those wishing to limit added sugars in their diet.” —*Library Journal* —“This plan is informative and entertaining (e.g., a chart converts common meals to their equivalent in donuts; an open letter from your pancreas) and will help readers rein in cravings and become savvy monitors of added

sugar consumption. — Publishers Weekly

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## Customer Reviews

— “Zero Sugar Diet targets an easily identifiable enemy, comparing excess sugar in our diet to a deadly virus. . . . Well, that got my attention. — The New York Times Book Review — “A user-friendly guide [that provides] a wealth of helpful information and tools for those wishing to limit added sugars in their diet. — Library Journal — “This plan is informative and entertaining (e.g., a chart converts common meals to their equivalent in donuts; — “œœan open letter from your pancreas — œœ) and will help readers rein in cravings and become savvy monitors of added sugar consumption. — Publishers Weekly

David Zinczenko is the #1 New York Times bestselling author of Zero Belly Diet, Zero Belly Cookbook, and Zero Belly Smoothies and — the co-author of the Eat This, Not That! franchise (which has sold more than eight million copies worldwide) and the Abs Diet books. Currently the editorial director of — Men — œœs Fitness, he is the award-winning former editor in chief of Men — œœs Health and editorial director of — Women — œœs Health, Prevention, and Best Life magazines. Zinczenko is also the nutrition and wellness editor at ABC News and the CEO of the media company Galvanized. He lives in New York City. Stephen Perrine — is also the author of — The Men — œœs Health Diet — and — The New American Diet. The — former publisher of Rodale Books and editor in chief of — Best Life, he has edited and published dozens of New York Times bestsellers and has appeared as an expert on health and nutrition on The Dr.

Oz Show, Today, Good Morning America, and numerous other television shows. He lives with his family in New York City.

I was a test panelist for this book before it came out and lost a pound a day for the first two weeks. The premise is that added sugars aren't all sugars that are making us fat. It's got new research about how companies are making you fat by hiding it in your foods (even spaghetti sauce and salads), and then gives you recipes and more than 500 foods to eat instead, leading to rapid weight loss. I signed up because my doctor said I was at risk of diabetes. My wife and I ended up losing 15 pounds. I stayed on the plan and kept losing weight, which became easier as my brain got rewired and didn't crave sugar anymore. It's amazing what happens when you know how to target the one darn thing making you fat.

Easy to understand for a lay person. Short and simple instructions. Gives brand names for best food choices. Lists breakdown of food.

I have changed my attitude about processed food. I will be more weary. I highly recommend this book. It is worth it to be educated about what you eat.

I saw Dave Zinczenko on Good Morning America and had to buy this book after seeing that there's a whole doughnut's worth of sugar in my store-bought spaghetti sauce! Glad I did. Here's what you're getting: The first few chapters explain how food manufacturers are making us fat, and about how the author helped a ton of people lose weight by eliminating their added sugars. Then we get to the diet itself, which seems purposefully manageable and not too restrictive (three meals and one snack a day for the first 14 days; then there's a maintenance program). The recipes are completely added-sugar-free, and there's a guide with 500+ products that are sugar-free. I contacted one of the test panelists on Facebook and she said it really worked; she lost 10 pounds and doesn't crave sweets as much. I think anything that helps Americans free themselves from sugar is good, and weight loss inevitable.

Informative book that provides the reader with an exciting plan to control your sugar intake levels.

Awesome book and great information

Easy read and easy to follow. It positively impacting my eating habits.

Great book, some informative, everyone should read.

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