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food (foōd) n. 1. any nourishing substance that is eaten, drunk, or otherwise taken into the body to sustain life, provide energy, promote growth, and repair. 2. anything that nourishes

### IF IT'S NOT FOOD, DON'T EAT IT!

That's the number one guideline for healthy eating and living according to nutritional consultant, Kelly Hayford, in her new book *If It's Not Food, Don't Eat It! - The No-Nonsense Guide to an Eating-for-Health Lifestyle*. This poignant, yet surprisingly most overlooked guideline brings attention to the real problem we are facing when it comes to diet and nutrition in modern times.

The real problem is not that we have become inordinately slovenly and need another ineffective fad diet; the real problem is that no one is eating *real* food any more.

Upwards of 90% of food budget dollars today are spent on processed, packaged fake-food items. The overwhelming majority of this pseudofood is composed of refined sugar and flour, is full of chemical additives and trans fats, and actually depletes the body of vital nutrients and enzymes. Because it is anything but nourishing, it defies the very definition of food. In other words, what most people are eating today is not food!

As a result of this rampant fake-food consumption, we are experiencing an epidemic of poor health. The overwhelming majority of Americans today are sick, fat, or tired. In fact, the United States is now the fattest nation in the world, and the unhealthiest in terms of chronic, degenerative disease. Consequently, today more than ever people are searching for solutions. *If It's Not Food, Don't Eat It!* answers the call.

This timely book uncovers the pitfalls of our popular food culture and the toll it's taking on our health. It then provides the inspiration and practical know-how the entire family can use to build a healthier eating lifestyle, and enjoy doing it!

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Four other universal *Eating-for-Health Guidelines* are provided, as well as strategies for making lasting dietary changes with ease. In addition, readers learn the truth about emotional eating and how to conquer food cravings, how to identify and clear food allergies, and most importantly, how to overcome the social and psychological obstacles that can get in the way. Other topics include *Dietary Basics*, tips for helping children eat healthier, time-saving food preparation, menu planning, recipes and more.

This no-nonsense guide provides everything readers need to relieve nutritional confusion, make wise food choices regularly, and create an individualized *Eating-for-Health* lifestyle at their own pace and comfort level.

#### ABOUT THE AUTHOR

Kelly Hayford, C.N.C., is an author, speaker and healthy lifestyle educator. As a former junk food junkie turned nutrition and health coach, she has helped thousands of people restore their health, energy and natural weight by making the switch to natural foods and an *Eating-for-Health* lifestyle. Contact her at 303-746-8970 or visit: [www.FoodFitnessByPhone.com](http://www.FoodFitnessByPhone.com).

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