



Killer Colas: The Hard Truth About Soft Drinks

Nancy Appleton, G.N. Jacobs

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It's as American as fast foods, ice cream, and candy bars. So why are people saying all those nasty things about soft drinks? The answer is simple: All those terrible things are true. And while the facts may be hard to swallow, it is high time we look at the damage that has been done by our long-running love affair with the beverage industry. In their new book, *Killer Colas*, Dr. Nancy Appleton and G.N. Jacobs provide a startling picture of a greedy industry hell-bent on destroying our country's health, no matter what the cost.

Over the last twenty-five years, the sale of sodas, energy beverages, and sports drinks has exploded, as has the incidence of adult and childhood obesity, diabetes, hypertension, heart disease, cancer, and stroke. In *Killer Colas*, the authors detail why this downward spiral has occurred. They look at the history and growth of the soft drink industry from fountain shops to multinational mega-corporations; they examine the industry's powerful influence over the media; and they look at the addictive and harmful ingredients these companies have added to their formulas. The authors also offer scientific evidence that links our growing consumption of soft drinks with our declining health.

In the light of our country's health crisis, the consequences of our addiction to soft drinks can no longer be ignored. *Killer Colas* exposes the facts behind an addiction that is just as powerful and dangerous as our love of tobacco. Once you have read this book, you will never look at a soft drink in the same way.

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