

The SAD, MAD and HND diets

We're always emphasizing the value and importance of the protective micronutrients in High Nutrient Dense (HND) foods. The vitamins, the antioxidants, the flavonoids and catechins, and others that science is discovering have significant impact on our bodies' ability to fight disease, and particularly help prevent and reverse chronic conditions like arthritis, heart disease and diabetes.

It's quite revealing why the HND diet we recommend has such a positive impact on our health when we compare it to different diets.

To start, let's look at what is often referred to as the SAD diet, or Standard American Diet. This is the "meat and potatoes" diet that is so common on American tables and fills most restaurant menus. It's what I grew up on.

Next is what we call the MAD diet, or Moderate American diet. This is the diet people often shift to when they start becoming more health conscious. They eat less meat, shift to whole grain products, eat fewer "empty calorie" sweets, and often add vitamins and other supplements. We call it the MAD diet, because so often people believe they are eating really healthy, but they're still catching colds regularly and experiencing chronic symptoms like arthritic pain, high blood pressure or cholesterol or diabetes. It drives them "mad" that their healthier habits aren't having more significant results.

Finally, we'll look at the High Nutrient Dense diet. This is the diet made up of all whole foods that have the highest proportion of protective nutrients per calorie.

<i>SAD</i>	<i>MAD</i>	<i>HND</i>
<i>Breakfast</i> Bacon & Eggs Hash brown potatoes Toast with jam & butter Coffee and cream	<i>Breakfast</i> Granola & yoghurt Green Tea	<i>Breakfast</i> Green Smoothie (made with 2 fruits)
<i>Snack</i> Pastry & coffee	<i>Snack</i> Protein Bar & Coffee w/cream	<i>Snack</i> Fresh fruit or veggie sticks & hummus
<i>Lunch</i> Lunch meat sandwich Potato chips Soda	<i>Lunch</i> Veggie & cheese sandwich on whole grain bread Small salad with ranch dressing Iced Tea	<i>Lunch</i> Big salad with lots of raw veggies, ume/olive oil Small bowl of grain w/nuts
<i>Dinner</i> Roast Beef Baked Potato with butter Canned or Frozen Veggies	<i>Dinner</i> Canned Chili/Veggie Stew Steamed carrots & broccoli Milk	<i>Dinner</i> Home baked beans Vegetable stir fry Steamed greens

All the major research show that the SAD diet sets the stage for the common ailments in North America like heart disease, diabetes and arthritis. It's high fat, high cholesterol, and very acidic. Shifting to the MAD diet then, seems like it should make a significant difference. But when you chart it in terms of High Nutrient Dense whole foods, it tells a different tale.

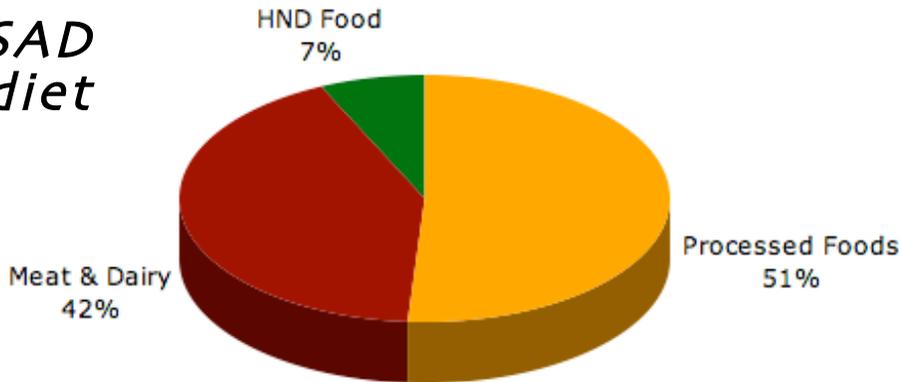
In the chart below, you can see how the MAD diet is still a large proportion of processed foods and dairy products. In the processing of food, so many of the protective nutrients are removed or destroyed by the processing, and this makes a huge difference in what our bodies have to work with. Any food that comes in a box, can, package, or bottle that has a label on it is processed.

In the HND diet, it's almost all HND food, the food that provides the protective nutrients. The only processed food is the ume vinegar and olive oil, both of which have nutritive value to the body!

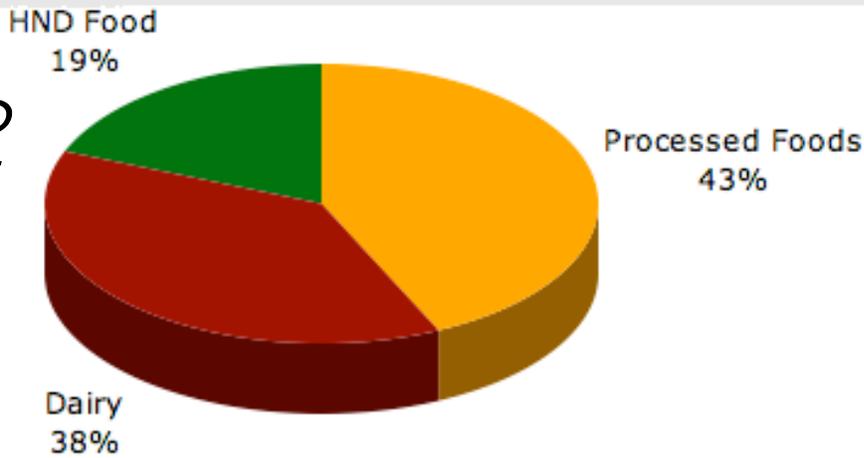
This dramatic difference in the amount of protective nutrients we get when we eat a HND diet is why we believe the people who make the shift to HND foods are seeing such great results.

Amount of Protective Nutrients in Diets

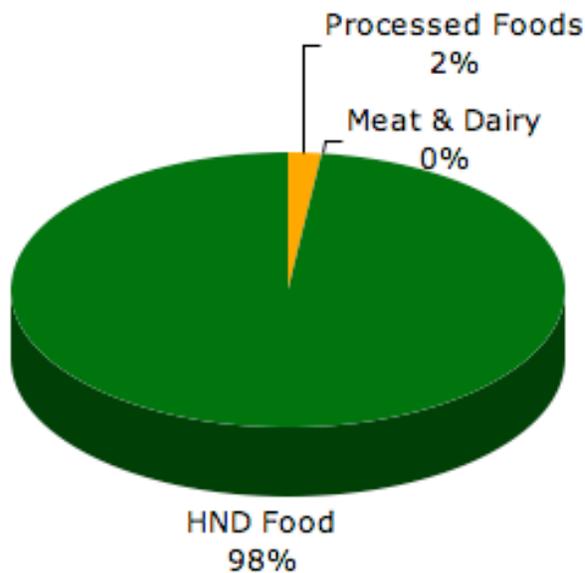
SAD diet



MAD diet



HND diet



The Nutrient-Density Line*

The nutrient-density scores below are based on identified phytochemicals, antioxidant activity, and total vitamin and mineral content.

Highest density = 100
Lowest density = 0

- 100 Raw leafy green vegetables (darker green has more nutrients)
- 97 Solid green vegetables (raw, steamed, sautéed)
- 50 Non-green, non-starchy vegetables
- 48 Beans/legumes (cooked, or sprouted)
- 45 Fresh fruits
- 35 Starchy vegetables
- 22 Whole grains
- 20 Raw nuts and seeds
- 15 Fish
- 13 Fat-free dairy
- 11 Wild meats and fowl
- 11 Eggs
- 8 Red meat
- 4 Full-fat dairy
- 3 Cheese
- 2 Refined grains (white flour)
- 0 Refined sweets

*Adapted from "Eat to Live" by Joel Fuhrman, MD