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WHY DIETS DON'T WORK AND WHAT TO DO INSTEAD



NATURAL | SIMPLE | TASTY

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Preface: Why another nutrition book?

Weight loss diets do not work. Those who do not believe this should ask themselves the following question: What does a parallel universe look like in which weight loss diets work?

Parallel universe:

- People have agreed on a few weight loss diets that work
- These diets can be implemented in the long term
- Obesity does not exist or continuously decreases

Reality:

- New waves of weight loss diets constantly wash onto the market
- These diets are neither feasible nor effective in the long term
- Obesity is on the rise worldwide

Weight loss diet-damaged people are the reason for writing this book. Neatic means „Natural Eating with three ingredients checked.“ It is a natural way of eating for well-being in which only three ingredients are checked. Neatic is not another weight loss diet, but a healthy lifestyle, which differs from diets in five points:

Point 1: Neatic does not do harm.

Neatic observes the medical principle „first do not harm“ („primum non nocere“). Neatic does not exclude foods that people have been eating for centuries. Thus, nutritional deficiencies cannot occur in the first place. Instead, the focus is on three taste seducers, i.e., ingredients that have only found their way into our food in large quantities in the last 100 years: Flavors, sweeteners, and sugar.

Point 2: Neatic is simple.

Neatic has simple principles. If your whole life revolves around the perfect diet and you have no time or energy for anything else, then something is wrong! Nutrition is very important, but it should never be your main occupation.

Point 3: Neatic plans for the long term.

Neatic is limited to changes that can be sustained over the long term. The following are missing from Neatic: chronic hunger pangs, calorie counting, skipping meals, regular weighing, limiting macronutrients like carbohydrates and fats, avoiding meat, unusual foods, gyms, special cookbooks, and all the other things that get annoying after a few weeks at the latest.

Point 4: Neatic is honest.

Neatic is a long-term natural way of eating for well-being. As a „side effect“, you

may lose weight. However, Neatic makes no promises to you. Long-term weight loss cannot be forced. Pressure to succeed and false promises work against diet success and only make you unhappy.

Point 5: Neatic is based on science.

Neatic is based on scientific findings about the influence of weight loss diets on body weight. However, you do not need any prior knowledge about nutrition and diets before starting with Neatic.

You might just want to close this book disappointed. Because Neatic is too unspectacular for you or does not promise quick success. But you can also persevere and learn more about the background of the program in the next chapter.

1 A warm welcome to the main Neatic characters

The idea behind Neatic is explained to you by two fictional characters that stand for certain functions in your body. The two characters are Survival Genius and Pleasure-Devil.



The table summarizes the roles of these fictional characters in Neatic.

	Survival Genius	Pleasure Devil
Role in your body	Eating for survival = homeostatic eating	Eating for pleasure = hedonic eating
Activated by	Calorie deficiency	Taste seducers
Makes itself noticeable as	Hunger	Appetite
Fighting strength	Gigantic	Moderate

In the following chapters, these characters are introduced individually.

1.1 Your Survival Genius keeps you from starving to death

Modern man (*Homo sapiens*) has existed for about 300,000 years. Food was scarce and famines occurred frequently. People died. Those who starved to death before reproduction could not pass on their genetic makeup to offspring. Those who could survive with the available food until reproduction were able to pass on their genetic material. The conclusion is simple: you are the result of ancestors who did not starve to death before reproduction. Your genetic material was optimized over many millennia for non-starvation.

You have complicated regulatory circuits that ensure your survival when food is scarce. Neatic calls this part of you the Survival Genius. Your Survival Genius is not a real person and is not located in any particular part of your body. Rather, it is a simplified model of the many processes that ensure your survival when food is scarce. The Survival Genius operates largely unconsciously and does everything it can to keep you from starving.



The Survival Genius is your best friend when food is scarce. When bad weather, floods, drought, or pest infestations cause crop failures. When man, as a hunter-gatherer, runs out of food. When war ravages or sieges cause people to go hungry. When weight loss diets artificially deplete the food supply. Then the Survival Genius makes survival possible! In science, the Survival Genius is called the regulator of homeostatic eating. Homeostatic eating means eating for survival, i.e., eating to secure sufficient energy. If the Survival Genius had not done its job so well, your ancestors would have starved to death. It has brought mankind through countless stormy episodes. It should receive flowers and gratitude. But it does not. Rather, it is challenged again and again with weight loss diets, as if it were an enemy.

How does your Survival Genius work? It has several jobs.

The first job is energy monitoring. Day and night, the Survival Genius keeps an eye on calories. When energy intake and energy demand are in balance, it sits back and relaxes.

If the energy supply is less than the energy demand, the Survival Genius takes on another job: energy procurement. The Survival Genius triggers feelings of hunger in you and makes your thoughts revolve more and more around food. It makes food look tastier than it is. And it does not want to be ignored. It leads you to the refrigerator. First gently, then more insistently.

The Survival Genius has a third job when the calorie supply is insufficient: energy-saving. When contrary to expectations, you do not eat. When hunger pangs

and thoughts about food do not lead to calorie intake, the Survival Genius is on red alert. The fear of starvation becomes real and it activates the energy-saving mode. The Survival Genius cuts back on your energy consumption. Because you have to survive. Non-essential processes are shut down, e.g., you are no longer as efficient as before and your concentration decreases. But you can survive with less energy. If you used to need 2300 kcal per day, now 2000 kcal per day are sufficient. The Survival Genius does not forget. Its fourth job is energy memory. If it had to work against an energy shortage for long periods, it is on alert. Energy monitoring and energy procurement are subject to its heightened attention, and it keeps energy consumption permanently lower. It just wants to make sure you do not starve to death.

1.2 Weight loss diets - You versus your Survival Genius

With typical weight loss diets, you set out to finally lose weight. Why that does not work in the long run, you can find out here.



The story of a typical weight loss diet could go like this: You want to lose 30 pounds in 6 months using a new low-carb diet because this is the extent of weight loss the advertisement for the diet promised. You restrict your carbohydrate consumption as recommended. And for real: Within 2 months the first 20 pounds are lost. These 2 months are like a beautiful dream. Friends and family, even distant acquaintances, marvel at your weight loss. The belly fat melts like ice cream in hot summer weather. The magic 30-pound weight loss is close. But then comes the disappointment. The weight loss stops. Nothing happens for weeks. You are full of

worry and impatience. When the weight increases by 6 pounds by month 4, panic sets in. This is not how you imagined it. But you have an idea: more willpower! You ban all carbohydrates from your diet. The 30-pound weight loss is achieved with a slight delay. But what happens afterward? Your weight goes up again. You are hungry. Your thoughts revolve around sweets. Problems with your family and job require attention that you do not have. Because weight loss needs your full attention. But losing weight and living at the same time no longer work anymore.

What went wrong? You started a fight with your Survival Genius. A little bit of willpower against thousands of years of survival training. Conscious decision versus unconscious control circuits. This works in the short term. You first take your Survival Genius by surprise. The pounds tumble off. Twenty pounds in two months. No problem. But it is almost impossible to maintain this weight loss over several years because the Survival Genius works against it with its four jobs - energy monitoring, energy procurement, energy-saving, and energy memory. Not because the Survival Genius is evil. It just wants to keep you from starving. Just as it prevented your ancestors from starving to death for many thousands of years. The Survival Genius does not distinguish whether you „voluntarily“ go on a weight loss diet or whether there is a real lack of food. It becomes active as soon as the energy supply is lower than the energy demand over a longer period. If you challenge the Survival Genius, you will lose. The Survival Genius leads you to the refrigerator and lets you survive on less energy. First, the weight stagnates. Then weight gain occurs. The classic yo-yo effect. The Survival Genius is stronger and more persevering than you and at some point, you run out of breath. Then the Survival Genius takes you lovingly in its arms and you eat (more) normal again.

But it gets worse. The energy memory of the Survival Genius remembers your attack on the energy balance. The Survival Genius lowers your energy requirements permanently. Instead of 2300 kcal, you now only need 2000 kcal per day. Weight gain is possible although you eat less than before. It is harmful in the long run to challenge the Survival Genius. The weight loss diet was worse than doing nothing.

Always remember: You cannot force long-term weight loss, you can only create the conditions for it. This insight can make things easier. People who are overweight are not weak-willed, as is often assumed. On the contrary, they often spend years of their lives fighting a losing battle. They blame themselves for a failure that is not a failure. It is you versus Survival Genius. The same result over and over again. Yo-Yo effects in a row. Just one more diet. Again and again.

1.3 You and your Survival Genius remain friends in Neatic

Mankind owes its survival to the Survival Genius. It is friend not foe and wants to be respected for its services. Neatic accepts that a natural way of eating for well-being is only possible together with the Survival Genius. You do not challenge the Survival Genius. Instead, you and your Survival Genius remain friends.

If you want to fight the next round „You versus your Survival Genius,“ then you will not like Neatic. Neatic saves you from a hopeless and destructive fight. Neatic turns the Survival Genius into a friend since it does not experiment with hunger pangs, calorie counting, and energy deprivation. Neatic does not exclude food groups that people have been eating for centuries. When hungry, you eat until satiety sets in. In Neatic, being full is not equated with weakness, gluttony, and weight gain. Rather, satiety is a signal from the Survival Genius that sufficient energy has been supplied.

How can you recognize real hunger? The Survival Genius triggers physical symptoms. Typical is your stomach growling. Stress hormones lead to trembling hands, salivation, and palpitations. Your Survival Genius increasingly directs your thoughts toward food. More and more types of food become attractive. Your thoughts revolve around the preparation of food. The more pronounced your hunger, the less picky you become. When you are very hungry, you will perceive a stale crust of bread as a delicacy. If you are unsure if you feel real hunger, waiting will help. When your stomach growls and cravings will not go away and become stronger, then it is time for you to eat.

How do you recognize satiety? Satiety is a feeling of well-being that replaces hunger when you eat. The thoughts circling around food during hunger dissolve, the stomach feels pleasantly full and often fatigue arises. The body needs your attention to convey these feelings of satiety while eating. Therefore, eating should not be done on the side. The Survival Genius needs time to build up feelings of satiety. Therefore, you should not gobble down the food. Otherwise, overeating may occur. It is perceived as a feeling of fullness. The stomach area tightens unpleasantly, fatigue is pronounced and thoughts of food are repulsive. In the case of massive overeating, a painful feeling of fullness sets in, accompanied by nausea and an unpleasant emptiness in the head. The goal of Neatic is to achieve a pleasant, healthy satiety from a meal. Then you and your Survival Genius are best friends.

After a meal, wait until you are hungry again before eating. The interval between meals depends on factors such as the amount of food consumed. Sometimes one meal per day is enough for the Survival Genius. On other days, the Survival Genius needs four to five meals. It operates with the following pattern: „hunger, food intake, satiety, hunger, food intake, satiety,...“. In Neatic, you pay attention to these signals.

The reality is often different: Many weight loss diets work with strict daily rhythms. With intermittent fasting, larger parts of the day or even whole days are spent without food intake. Other diets declare breakfast a duty and supper the enemy. You are supposed to eat at certain times and at other times it is forbidden. And the Survival Genius is never asked what it wants. There are Survival Genius who hate breakfast. Just do not eat breakfast? No problem for Neatic. It is for many weight loss diets. And there are Survival Genius who love supper and make it the main meal. No problem in Neatic. Eating on a schedule is based on weak data and disregards the wisdom of the Survival Genius that has grown over thousands of years. Neatic respects the Survival Genius. Neatic integrates the sequence of hunger, food intake, and satiety into everyday life. The more often this succeeds, the better.

So Neatic does not experiment with hunger pangs, calorie counting, and energy deprivation. But what does Neatic do instead? That will be explained in the next but one chapter. But first another important character needs to be introduced: your Pleasure Devil.

1.4 Your Pleasure Devil loves the pleasure of food

Your Pleasure Devil, like the Survival Genius, is not real and is not located in any particular part of your body. Rather, it is a simplified model for the part of the human being that enjoys food for pleasure. The Pleasure Devil works mostly unconsciously. It gives you pleasure when you eat. It does not care whether you need the energy. It has no hunger, only appetite. It likes to be seduced. It does not think twice. The Pleasure Devil is addicted to good taste and loves sweets. In science, the Pleasure Devil is known as the regulator of hedonic eating. Hedonic eating means eating for pleasure, i.e., eating to obtain good feelings. In contrast to homeostatic eating, energy requirements are not important in hedonic eating.



If you eat super tasty foods, your Pleasure Devil goes crazy. It takes over control and makes sure that you eat much more of these foods than you require. It does not bother your Pleasure Devil in the slightest that you are eating far too many calories in the process.

What makes these super tasty foods so special? It is simple: they contain ingredients that will make your taste buds go crazy. In Neatic, these ingredients are called taste seducers. Neatic tames the Pleasure Devil by avoiding three taste seducers: flavors, sweeteners, and sugar. You will learn more about these in the next four chapters.



2 Neatic pays attention to taste seducers

Neatic focuses on three taste seducers: flavors, sweeteners, and sugar¹.

Taste seducers have three characteristics in common: They have entered the diet in large quantities over the past 100 years.

They are unnecessary for a balanced diet.

They make your Pleasure Devil go crazy and confuse your Survival Genius.

taste seducers are a recent and unnecessary ingredient in food. For thousands of years, foods got by without flavors, sweeteners, and sugars. Flavors and sweeteners have only been used in large quantities since the 1960s. Sugar was a luxury good for most of human history.

Neatic focuses exclusively on these three taste seducers. In other words, you can eat all the foods in Neatic that have been eaten by humans for hundreds, often thousands, of years. There is no limit to meat, fish, vegetables, fruits, potatoes, dairy products, and grain products. Weight loss diets often demonize these foods. In doing so, they do not answer the question of why these foods did not lead to obesity in earlier centuries.

Your Pleasure Devil loves foods with taste seducers. They taste incredibly delicious and are irresistible. Eating more and more is fun. Your Pleasure Devil goes crazy. It takes over control and makes sure that you eat much more of these foods than you require. You do not stand a chance when your Pleasure Devil goes crazy.

And your Survival Genius? It normally recognizes the composition of food based on taste and prepares your body optimally for it. It gets confused by taste seducers: Flavors pretend ingredients that are not contained in the food. Sweeteners give sweetness, but the energy expected by the Survival Genius is missing. And the sugar calories are not adequately perceived by it, especially in beverages. What does your Survival Genius do in this confusing situation? It makes you eat more. Because the risk of starvation is much more dangerous than being overweight.

If you allow too many taste seducers in your food, you eat more than you need because your Survival Genius is confused, and your Pleasure Devil goes crazy. And you are too weak to prevent this. Even a few calories too many can trigger obesity. Theoretically, 25 kcal of excess energy per day - equivalent to a small piece of chocolate - leads to 25 pounds of fat tissue gain in 10 years. A supposedly small energy surplus with a big effect.

¹Neatic uses the term „sugars“ instead of the scientifically correct term „free sugars“ because it is easier for many people to understand. More on this in chapter 5.

The table summarizes the roles of Survival Genius and Pleasure Devil.

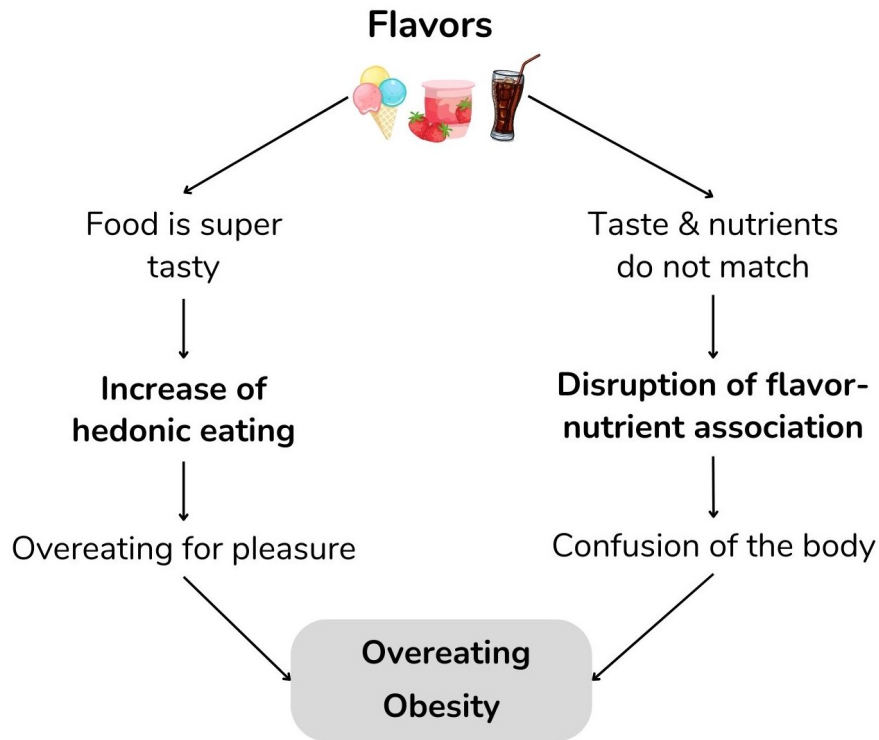
	Survival Genius	Pleasure Devil
Regulator of	Eating for survival = homeostatic eating	Eating for pleasure = hedonic eating
Influenceable by you	Barely	Doable
Activated by	Calorie deficiency	Taste seducers
Makes itself noticeable as	Hunger	Appetite
Fighting strength	Gigantic	Moderate
Effect of taste seducers	Confusion	Going crazy
Consequence	Eat more	Eat more
Strategy in Neatic	Make friends	Must be tamed
Principles in Neatic	Avoidance of taste seducers	

In the following chapters, the three taste seducers are presented individually. Three simple Neatic principles are also formulated, which can be used to detect and reduce taste seducers in foods.

3 Taste seducer No. 1: Flavors

3.1 Overview: Flavors and obesity

The link between flavors and obesity is illustrated graphically here and explained in subsequent sections.



3.2 What are flavors and why are they used?

Flavors are chemical compounds that are added to food. They trigger pleasant and hide unpleasant taste sensations.

Flavors act in minute quantities. In most cases, there is no relation to the original substance: strawberry flavors are produced without strawberries. There is no vanilla in vanilla flavors. An intense meat flavor can be created with vegan ingredients. A variety of flavors are often mixed in flavored foods. More than 2500 flavor substances are permitted in the European Union. The possible combinations are unlimited. Depending on the source material and the method of production, a distinction is made between natural and artificial flavors. Consumers prefer natural flavors because of the word „natural“. This classification does not play a role in Neatic, since artificial and natural flavors are similar in structure and function.

There are several reasons for adding flavors to foods. They enable consistent taste regardless of season, ripeness, and origin of raw materials. Food manufacturers can add their flavor notes to their product range and consumers perceive this as a signal

flavor. Flavors make it possible to save on expensive raw materials. Vanilla flavors, for example, cost only about one-hundredth of the price of real vanilla. In other words, vanilla flavors can be used to produce 100 times the amount of vanilla-flavored ice cream and desserts for the same price. The bland inherent taste of many foods is another reason for the use of flavors. In animal breeding and farming, yields are being achieved in ever shorter times. This leads to reduced enrichment of natural flavors in meat, fruits, and vegetables, which are compensated by flavor addition.

The use of flavors in food has increased significantly in recent decades. For example, inflation-adjusted sales of the flavor and fragrance industry in the U.S. increased more than 3.5 times in the 50 years between 1963 and 2013.

3.3 Flavors meet Pleasure Devil and Survival Genius

Your Pleasure Devil loves flavored foods. They taste incredibly delicious and are irresistible. Eating more and more is fun. Your Pleasure Devil goes crazy. It takes over control and makes sure that you eat much more of these foods than you require. This eating for pleasure is called hedonic eating.

And your Survival Genius? It is confused. It normally recognizes the composition of your food based on taste and can prepare itself optimally for it. But now taste and content just do not match. Here are a few examples: For thousands of years, a strawberry flavor indicated to the Survival Genius that a carbohydrate-rich fruit with lots of micronutrients was soon to be digested. And meat flavor was the hallmark of a protein- and fat-rich meal. The Survival Genius was able to link the taste with the appropriate nutrients and digestive processes. And it did so even before the food was swallowed. Added flavors cause the Survival Genius to lose these taste signals. A carbohydrate-free protein shake tastes like strawberry. But there is not a bit of strawberry in it. A low-protein coconut oil-based vegan cheese tastes like cheese. But instead of protein, which the Survival Genius expects because of the cheese taste, carbohydrates are digested. This confuses the Survival Genius and makes it difficult to predict nutrients based on a specific taste in the future. Experts refer to this as a disruption of the flavor-nutrient association. What does your Survival Genius do in this confusing situation? It makes you eat more. Because the risk of starvation is much more dangerous than being overweight.

Added flavors make the Pleasure Devil go crazy and confuse the Survival Genius. So both your Pleasure Devil and your Survival Genius make you eat more. A perfect recipe for overeating and obesity. This is not just theory: added flavors are marketed and used as feed additives in animal feeding. The advertising promises that added flavors promote appetite and increase feed intake and weight. Studies with pigs, cattle, and monkeys substantiate the scientific basis of these claims.

3.4 How can you recognize added flavors in food?

Flavors are very easy to find on the ingredient list of foods by the word: “flavor”. They can also appear as word components, e.g. as in “strawberry flavor”, “natural flavors”, and “smoke flavoring”.

3.5 How do you deal with flavors?

In Neatic, added flavors are consistently avoided due to their appetite- and weight-increasing effects.

The approach is summarized in Principle No. 1:

If the term “flavor” is found on the ingredient list, avoid these foods.

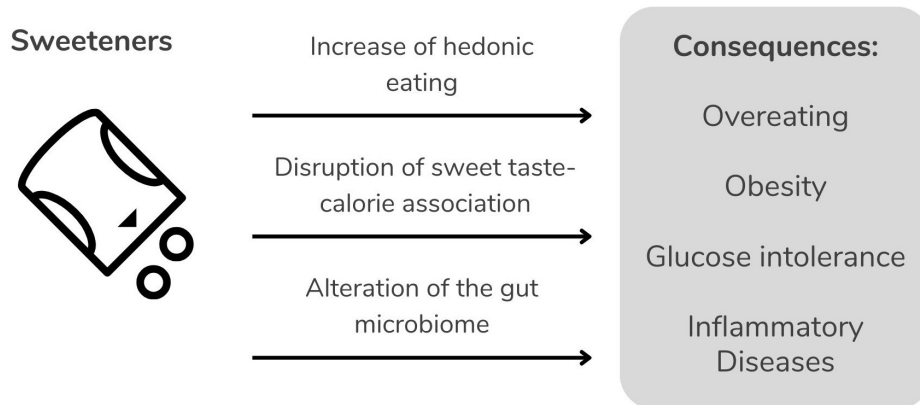
In the beginning, it is an extra effort to compare ingredient lists for your favorite products. However, over time, you will find new favorite products without added flavors. Flavor-free alternatives are available for most foods. These are not necessarily more expensive.

Applying Principle No. 1 is tough at first. The Pleasure Devil does not give up so quickly and demands flavored food as usual. But it can get used to food without added flavors. The natural sense of taste will return and your food will soon taste just as good as before. Just without added flavors.

4 Taste seducer No. 2: Sweeteners

4.1 Overview: Sweeteners and obesity

The link between sweeteners and obesity is illustrated graphically here and explained in subsequent sections.



4.2 What are sweeteners and why are they used?

Sweeteners give foods a sweet taste without using sugar.

Non-nutritive sweeteners are the most important members of the sweetener family. They are sweet-tasting sugar substitutes and provide very little energy. Their sweetening power is many times higher compared to sugar. The following sweeteners are approved in Europe: Acesulfame (E950), aspartame (E951), cyclamate (E952), saccharin (E954), sucralose (E955), thaumatin (E957), neohesperidine (E959), stevioside (E960), neotame (E961), and aspartame acesulfame salt (E962).

Sugar alcohols are another type of sweetener. They provide fewer calories and less sweetness compared to sugar. The following sugar alcohols are permitted in Europe: sorbitol (E420), mannitol (E421), isomalt (E953), polyglycitol syrup (E964), maltitol (E965), lactitol (E966), xylitol (E967), and erythritol (E968).

There are several reasons for using sweeteners and especially non-nutritive sweeteners in foods. They give foods a sweet taste just like sugar without adding calories. Numerous artificially sweetened beverages are available, which have significantly fewer calories compared to their sugar-sweetened counterparts. Sweeteners are tooth-friendly. Sugar causes tooth decay, sweeteners do not. That is why sweeteners are found in many candies and chewing gums. Sweeteners are cheaper on average compared to sugar which encourages their use. Since the

1980s, the use of sweeteners increased dramatically, especially in beverages and for low-calorie sweetening.

4.3 Sweeteners meet Pleasure Devil and Survival Genius

Your Pleasure Devil loves sweet foods. They taste incredibly delicious and are irresistible. Eating more and more is fun. Your Pleasure Devil goes crazy. It takes over control and makes sure that you eat much more of these foods than you require. This eating for pleasure is called hedonic eating.

And your Survival Genius? It is confused. For thousands of years, a sweet taste meant that sugar and calories were absorbed through food. Even before swallowing sweet foods, your body prepares to digest sugar. Metabolic processes are started, body temperature rises slightly, and enzymes and hormones are released. With sweeteners, the situation becomes confusing for your Survival Genius. Because a sweet taste can now also mean that your food contains neither sugar nor calories. Thus, a sweet taste loses its predictive function for sugar and calories. Experts speak of a disruption of the sweet taste-calorie association. What does your Survival Genius do in this confusing situation? It makes you eat more. Because the risk of starvation is much more dangerous than being overweight.

Sweeteners lead to changes in the gut microbiome. This altered bacterial colonization of the intestine is associated with increased body weight, as well as diseases such as type 2 diabetes mellitus and chronic inflammatory bowel diseases.

Sweeteners make the Pleasure Devil go crazy and confuse the Survival Genius. So both your Pleasure Devil and your Survival Genius make you eat more. A perfect recipe for overeating and obesity. This is not just theory: sweeteners are used and marketed as feed additives in animal feeding because of their weight-increasing effects. The advertising promises that sweeteners increase feed intake and body weight. Animal studies substantiate the scientific basis of these claims. In humans, artificially sweetened beverages have been studied in particular. They are advertised as calorie-free or low-calorie alternatives to sugar-sweetened beverages. The consumption of artificially sweetened beverages has been linked to body weight gain and metabolic disease. This link is particularly strong in people who are already overweight or obese.

4.4 How can you recognize sweeteners in food?

Sweeteners are very easy to find in the ingredient list of foods by the word: „sweetener“.

4.5 How do you deal with sweeteners?

In Neatic, sweeteners are consistently avoided due to their appetite- and weight-increasing effects.

The approach is summarized in Principle No. 2:

If the term “sweetener” is found on the ingredient list, avoid these foods.

In the beginning, it's an extra effort to compare ingredient lists for your favorite products.

Applying Principle No. 2 is tough at first. The Pleasure Devil does not give up so quickly and demands sweets as usual. But it can get used to a less sweet taste and soon you won't need such sweet foods anymore.

5 Taste seducer No. 3: Sugar

5.1 Overview: Sugar and obesity

The link between sugar and obesity is illustrated graphically here and explained in subsequent sections.



5.2 What is sugar and why is it used?

Neatic defines the term “sugar” as all mono- and disaccharides that are added to food during production, including table sugar, glucose, and fructose. Sugars that are naturally present in honey, syrups, fruit juices, and fruit juice concentrate are also included in this definition. For simplicity, Neatic uses the term “sugar” instead of the scientifically correct term “free sugars”.

Healthy-sounding sweet foods are often sweetened with syrups and honey because these ingredients sound more natural than table sugar. Syrups are produced by boiling and thickening sugary plants several times. What remains is a sugary liquid mixture with properties similar to household sugar. Honey is chemically a mixture of the simple sugars fructose and glucose.

For thousands of years, sugar was a calorie-providing luxury good. In the Middle Ages, sugar was called white gold. In 1822, an average of 8 g of sugar was consumed per day in the USA, while today the consumption has increased to 70 g of sugar per day. Sugar-sweetened beverages contribute significantly to this increase in sugar consumption. In the USA, their consumption increased fourfold between 1965 and 2002, from 9 g of sugar (equivalent to approximately 90 ml of sugar-sweetened beverages) to 36 g of sugar (equivalent to approximately 360 ml of sugar-sweetened beverages) per day.

5.3 Sugar Meets Genius Devil and Survival Genius

Your Pleasure Devil loves sugar more than anything. It is addicted to sugar. Once

used to it, life is only worth living with sugar. The more, the better. Your Pleasure Devil goes crazy. It takes over control and makes sure that you eat much more of these foods than you require. This eating for pleasure is called hedonic eating.

And your Survival Genius? Normally, it monitors your energy intake very closely and triggers pleasant satiety when you have consumed enough energy. Sugar, especially in beverages, escapes the body's energy monitoring. Although sugar-sweetened beverages contain a lot of calories, these calories are not adequately perceived by the body. As a result, you consume more calories than you need and still do not feel full. These additionally consumed calories are called empty calories.

Sugar makes the Pleasure Devil go crazy and confuses the Survival Genius. So both your Pleasure Devil and your Survival Genius make you eat more. A perfect recipe for overeating and obesity. This is not just theory: as far back as 1972, the English physiologist and nutrition scientist John Yudkin warned of the dangers of sugar based on research data. Forty years later, the World Health Organization (WHO) published a summary of previous studies on sugar intake and body weight. The result was clear: increased sugar consumption causes weight gain. Increased sugar intake also contributes to high blood pressure and lipid metabolism disorders. Consequently, the WHO recommends limiting sugar to less than 10 % of total calorie intake, which corresponds to 50 g of sugar per day for a daily intake of 2000 kcal.

5.4 How can you recognize sugar in food?

Sugar is often hidden behind other terms that are not always immediately recognizable as sugar. You can recognize sugar by the following **sugar signal words** on the ingredient list:

Sugar such as cane **sugar**, grape **sugar**, invert **sugar**

Syrup such as glucose **syrup**, glucose-fructose **syrup**, sugar beet **syrup**

Juice such as fruit **juice**, apple **juice**, pear **juice**

Nectar such as coconut blossom **nectar**

-ose such as glucose, fructose, sucrose

Dextrin such as maltodextrin, wheat **dextrin**

Honey such as blossom **honey**, acacia **honey**

Caution: All industrially produced fruit juices and smoothies, as well as all self-pressed juices, are also regarded as sugars in Neatic because only part of the fruit is used.

5.5 How do you deal with sugar?

How much sugar can you eat in Neatic? The simple answer: **as little as possible.**

Neatic is realistic. Limiting sugar too much is usually not feasible in the long term. Therefore, unlike flavors and sweeteners, sugar is not completely avoided, but merely limited.

Neatic Principle No. 3 takes that into account:

Limit sugar to 280 g per week, which is an average of 40 g per day. Only sugars that appear in the first three positions of the ingredient list are taken into account.

Neatic Principle No. 3 is the most difficult to implement since a few things have to be kept in mind: With this principle, Neatic focuses on products that are particularly high in sugar. Therefore, only sugars that appear in the first three positions of the ingredient list are taken into account. The higher an ingredient appears on the ingredient list, the higher its proportion in the entire product.

If no sugar signal word appears in the first three positions of the ingredient list, this food is not restricted in Neatic. Why? So that Neatic does not become unnecessarily complicated. Many foods have sugar signal words after the third position of the ingredient list. These sugars are only present in small quantities in the food.

How do you proceed? You determine the sugar content in your food as follows: First, check whether a sugar signal word appears in the first three positions on the ingredient list. If not, sugar does not have to be calculated for this food. If yes, you look at the nutritional information, which is located near the ingredient list on the packaging. Here, the amount of sugar for 100 g or 100 ml of product is indicated in the line „-of which sugars“ or „Sugars“. The amount of sugar must now be converted to the portion that you have eaten. Example: You eat a mini bag (10 g) of fruit jelly. This contains „glucose syrup“, a sugar signal word, already in the first position of the ingredient list. This means that it falls under Neatic Principle No. 3. In the nutritional information, „-of which sugar“ is 50 g. Thus, 5 g of sugar must be taken into account if the entire 10 g bag was eaten ($= 50 \text{ g} \times 10 \text{ g} / 100 \text{ g}$). This is one-eighth of the maximally recommended daily intake of 40 g of sugar per day in Neatic. Since sugar intake varies significantly throughout the week, Neatic focuses on the entire week. This allows high-sugar days to be balanced by low-sugar days in the same week. Overall, sugar intake should be maximally 280 g per week.

5.6 How do you deal with sugar in fruits and grains?

As soon as a food tastes sweet, you should pay special attention to it in Neatic. Because the sweet taste experience is triggered either by sweeteners or by sugar for which Neatic Principles No. 2 and 3 exist. Truth be told, most sweet-tasting foods are either avoided or limited in Neatic. This includes treats like sugar-sweetened beverages, iced teas, juices, jams, honey, cakes, cookies, and

chocolate.

An exception is fruit, as long as it is eaten in its edible entirety. By “edible entirety” Neatic means that all edible components are eaten completely, e.g. an apple with the peel or eating an orange whole instead of squeezing it. Dried fruit can also be eaten in Neatic without restrictions, as long as no sugar has been added during the processing. Homemade smoothies can be consumed as long as all edible components of the fruit have been processed.

But remember: All industrially produced fruit juices and smoothies, as well as all self-pressed juices, are regarded as sugars in Neatic because only part of the fruit is used.

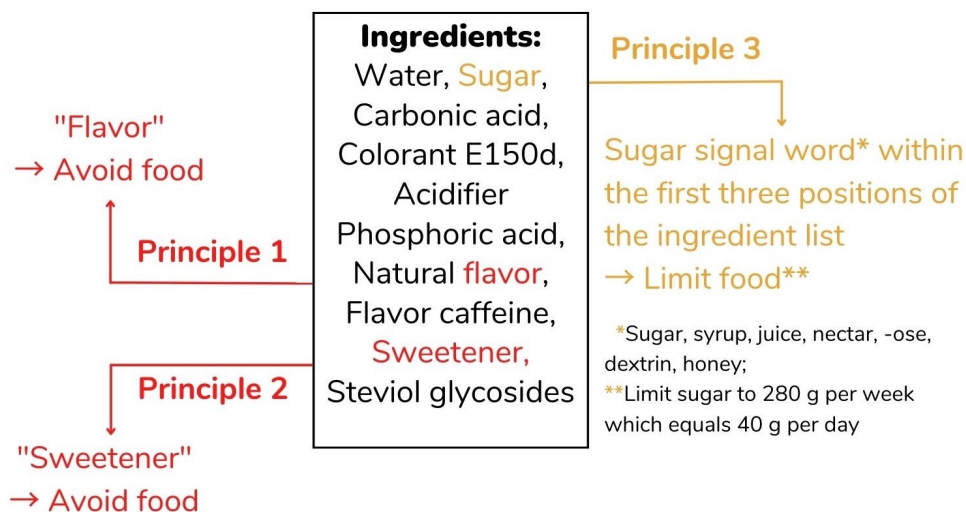
Neatic allows the consumption of complex carbohydrates in cereals (e.g. wheat, spelt, rye, barley, oats, rice, maize, millet), pulses (e.g. beans, peas, peanuts, lentils), and potatoes without restrictions. The consumption of bread, rolls, pasta, and mashed potatoes is also not limited in Neatic. These foods have been a safe part of our diet for centuries without obesity and associated diseases. Limiting these complex carbohydrates would massively restrict food choices without any expected positive health effects. Many low-carb diets limit complex carbohydrates and often fruit. Neatic is not a low-carb diet.

6 Neatic in everyday life

6.1 Once again to repeat: The Neatic principles

- Principle No. 1 = Flavor Principle: If the term “flavor” is found on the ingredient list, avoid these foods.
- Principle No. 2 = Sweetener Principle: If the term “sweetener” is found on the ingredient list, avoid these foods.
- Principle No. 3 = Sugar principle: Limit sugar to 280 g per week, which is an average of 40 g per day. Only sugars that appear in the first three positions of the ingredient list are taken into account.

The application of these three principles is illustrated graphically based on the ingredient list of a sugar-sweetened beverage.



6.2 Practical tips for your start with Neatic

Maybe you feel a little overwhelmed and don't quite know how to take the first step. Don't worry! You can divide your start with Neatic into five simple steps and follow them at your own pace.

Step 1: Mental preparation for the diet change

Changing your diet takes time. Be aware that changes don't happen overnight. Don't be frustrated if everything doesn't work out immediately, but give yourself time to do things one by one.

Changing your diet is often accompanied by negative thoughts as you have to give up delicious foods. Eliminating added flavors can make the taste of food pretty bland at first. Cutting back on sugar may make you realize how addicted you are. In

these moments, you must not give in to these thoughts.

It can be helpful to think about a list of strategies for precisely these situations. This list is individual for everyone. Perhaps you can call a loved one or find distraction in some household chores. You can change this list again and again over time and find out what works for you.

It can also be beneficial not to implement all the Neatic principles at once. You can adapt step 2 according to your strategy. If you don't want to start with all three principles straight away, you can start with Neatic Principles No. 1 and No. 2 and include Principle No. 3 at a later time point.

Step 2: Inventory

In the second step, you focus on the food you have stocked at home. It is best to go through your fridge first and then your freezer. Sort the food suitable for Neatic into one compartment and all unsuitable food into another. This will give you a clear visual separation. Then take a closer look at the food that is not suitable.

Proceed as follows:

- You should eat all opened food products because food waste is never good.
- You can keep food that is still sealed and eat it. Alternatively, you can donate it or give it to your friends or family.
- You should dispose of food that has expired.

You can then use this approach for the rest of your food stock. It is important to separate it visually so that you know which food will be suitable for your dietary change and which will not.

Step 3: Planning

Check which of the unsuitable foods are your favorites. You can take photos and look for alternatives the next time you go shopping. You can also think about preparing these foods yourself if there is no alternative available in the store.

Step 4: Inform those around you

The fourth step can be the most difficult or the easiest step of all. Tell those around you about Neatic and what this means for your eating habits. That way, others will know why you might no longer drink sugar-sweetened beverages at a barbecue or bring your snacks to a movie night.

There will always be people who understand and others who do not. But don't let

this put you off. Whether the people around you are supporters or skeptics, how about inviting them all to a big party with lots of Neatic treats? You're sure to find a few companions that way!

Step 5: Implementing Neatic in the long run

It's time to implement your dietary changes with Neatic on a long-term basis. You will realize that it is not that difficult. Once you have found great alternatives for your favorite products and tried out delicious recipes, new routines will soon be established.

And your Pleasure Devil will get used to the new situation. Its cravings for sweet and flavored foods will decrease. It gets used to the natural taste of the food again. Often you will find flavored foods unpleasant and over-seasoned later on. Sweetened foods are often perceived as oversweet. These are all signs that your Pleasure Devil has been tamed and that your life with Neatic will be successful in the long term.

6.3 What do you do about foods with multiple taste seducers?

Neatic especially avoids foods with multiple taste seducers. Because there is a danger that your Pleasure Devil will go completely crazy and your Survival Genius will get into total confusion.

Artificially sweetened and sugar-sweetened beverages are a good example. These contain sweeteners or sugar or sometimes both for the sweet experience. But it is the taste of apple, orange, lemon, exotic fruit, or cola together with this sweetness that makes these beverages big sellers. This taste is created by added flavors.

Interestingly, artificially sweetened and sugar-sweetened beverages are among the foods most clearly linked to the development of obesity. Some countries are taxing these beverages to reduce consumption. For this reason, artificially sweetened and sugar-sweetened beverages are high on the list of foods to avoid in Neatic.

6.4 What do you do at a dinner party?

Neatic is relatively easy to use as long as you have an ingredient list. Eating out, on the other hand, can become a bit of a challenge.

Pizzas, kebabs, hamburgers, fries, and dishes sold at market stalls, bistros, and restaurants often contain added flavors since your Pleasure Devil can go crazy at little cost. Tracking down added flavors is cumbersome. Ingredient lists are rarely available. Questions to the service staff are not understood or even interpreted as an

attack on the food quality.

Dining with friends is also a bit of a challenge. No host wants to be cross-examined about the ingredients used. And secretly looking for packaging in the trash is not an option either.

One thing should be clear: invitations to friends' houses or restaurants should not lead to nervous breakdowns. Eating out should always be associated with pleasure. Enjoy your meal and the company of your favorite people!

Neatic has a tip for you that always applies when life gets in the way, i.e., in any situation where you cannot follow the Neatic principles for sure:

Avoid foods that obviously do not suit Neatic and choose the best possible option!

Here are a few examples for you:

- Choose drinks that do not contain flavors, sweeteners, or sugar. Water is the safest choice. If you need some flavor, ask for a slice of lemon.
- All sweet-tasting foods contain sweeteners or sugar. Therefore, choose a coffee instead of a sweet dessert. You can also share your dessert with others.
- Always order sauces and dressings separately. That way you can decide how much you want.

6.5 In the short term, Neatic loses against conventional weight loss diets!

If you want to lose weight quickly, you will (probably) not be satisfied with Neatic.

Rapid weight loss is often achieved with a conventional diet. In the long term, however, weight is usually regained. Neatic is a natural way of eating for well-being and weight loss is not the main focus. But you may well lose a few pounds, depending on your eating habits before Neatic. Not only weight loss is a success, but also more joy in life, more pleasure when eating, and the ability to avoid conventional weight loss diets in the future. Your Pleasure Devil remains tamed and your Survival Genius is not challenged. That is all you can do. It is not in your power to force your body to lose weight and to maintain this weight loss in the long term.

Understanding the concept of Neatic with Survival Genius and Pleasure Devil and living it is not the same. Your head wants to trust Neatic. But your gut feeling may consist of fear and doubt. Conventional weight loss diets are much more spectacular. If Neatic doesn't work in the first few weeks, you may give up or change the program beyond recognition. This attitude is human. But Neatic is designed as a long-distance run and is only suitable for long-distance runners.

6.6 Are you ready for the Neatic Challenge?

Has the concept convinced you? Then consider taking the following challenge:

„I will live the Neatic principles for 12 months!“

If that sounds good, have fun with the program! If not, then Neatic is not a good fit right now. Maybe at a later time. There is no pressure. It is never too late for Neatic.

7 Appendix 1: What is Neatic's attitude toward exercise?

Neatic is all about nutrition. But you might ask what kind of exercise program is compatible with Neatic. After all, exercise is usually a part of standard weight loss programs. Below are summarized a few ideas about physical activity.

In their spare time, people exercise ever less and sit ever more in front of computers, tablets, smartphones, game consoles, and streaming services. Watching your favorite show after a stressful day is pure relaxation. Of course, you should not miss this feeling. But a better balance is important!

Many people have a gym membership to increase their level of exercise. Neatic defines this as Artificial Exercise which is squeezed into the daily schedule and is tied to locations, days of the week, and times of day. Often the journey by car is as long as the training session. The elevator is used to get to the gym to simulate climbing stairs on a stepper. Artificial Exercise is mostly monotonous: the same movements over and over again to build up muscles. Sweating on the cross trainer without making an inch of progress. And the smell in the room could be better, too. Fees have to be paid. Various types of exercise are tried and abandoned.

If you enjoy this type of exercise, you will benefit because you can do it in the long term. Neatic just wants to point out that Artificial Exercise can be frustrating for many people and has a high dropout risk.

If you are one of those people and don't enjoy Artificial Exercise, that's perfectly okay. In this case, Neatic recommends that you rather invest in Natural Exercise.

But what is Natural Exercise and how can it be integrated into everyday life?

Natural Exercise does not require a special place to perform it, it is not tied to days of the week, equipment is not necessary, and it does not cost money. Natural Exercise has existed since the beginning of mankind. It brings you together with other people and to different places with your muscle power. Many developments in the last 100 years have reduced Natural Exercise: Light office jobs are on the rise. A large weekly shopping trip by car to a store has replaced many small purchases on foot. Food is not cooked by oneself but bought ready-made or delivered. Goods are ordered online and delivered to the front door instead of being purchased in local stores. Elevators or escalators replace climbing stairs. Movies are streamed from the sofa. No one has to rent DVDs or go to the movies anymore. Virtual meetings replace being together with friends. Soccer is simulated on the computer instead of practiced on the soccer field. There is no time for a walk. Online banking replaces the trip to the branch. Even the smallest movements are taken away: Lamps, heating, and videos are controlled from the comfort of the sofa. Programs for cell

phones, notebooks, and computers are optimized to minimize clicks. Voice control of devices eliminates the need to type words. Assistance systems in cars take the work out of turning heads (parking aids) and studying maps (navigation systems). The next episode of your favorite series starts automatically. These developments will continue and become irreversible: DVD rentals are on the brink of extinction. Movie theaters are fighting for survival. Banks are thinning out their branch networks. Online businesses threaten local stores.

Neatic has nothing against progress. Neatic does not long for the days when people were „worn out“ well before the age limit. But the balance has tipped from overwork to underwork within a few decades. Muscle mass decreases. Energy from food is not burned in the muscle but is incorporated into adipose tissue as fat droplets. A first step towards obesity has been taken. Natural Exercise can prevent this loss of muscle mass.

How can Natural Exercise be integrated into everyday life? First, the amount of spare time spent daily in front of a screen should be determined. Specifically, use a stopwatch or screen time app to record how much spare time per day is spent on the computer (which includes tablets, smartphones, and electronic games) and watching TV (which includes online video stores and streaming providers). Then you can try the following idea:

Spend at least as much time each day on Natural Exercise as you do in front of a screen in your spare time.

If 2 hours per day of your spare time are spent on the computer and TV, then 2 hours of Natural Exercise make sense. Opportunities for natural exercise include: Walking, shopping on foot instead of driving, walking to friends instead of taking the bus, biking to work instead of taking the bus, and taking the stairs instead of the elevator. And never, ever, let someone else carry your groceries or food. Increasing Natural Exercise is also easy on the wallet: fewer gas costs, fewer ticket costs, fewer delivery costs, and fewer subscription costs. Saving money can be a powerful motivator.

The beginning is often difficult. Frequently, you are surprised by your low physical performance: two flights of stairs and puffing like a marathon runner, cycling up a hill, and sweaty like during a sauna visit. But your physical performance will improve. And by cutting down screen time, there is suddenly more time available at the end of the day.

Perseverance pays off. Natural Exercise is sustainable in the long term because it does so much better compared to Artificial Exercise.

The table summarizes the differences between the two forms of exercise.

	Natural Exercise	Artificial Exercise
Examples	Climbing stairs, walking, hiking, shopping by foot	Treadmill, cross trainer, stepper, weight training
Used by humans on a larger scale since	The beginning of mankind	Less than 100 years ago
Intensity in last 50 years	Decrease	Increase
Locations for exercise	Possible everywhere	Defined (e.g. gyms)
Time of exercise	Anytime	Defined (e.g. opening hours)
Type of exercise	Varied	Often monotonous
Equipment needed	No	Yes
Costs	No	Yes
Implementation in Neatic	More, More, More	As much as you like, as long as it is fun
Termination risk	Medium	High

8 Appendix 2: More questions about Neatic

8.1 Where can you find the ingredient list and nutritional information for food?

The ingredient list and nutritional information can be found on the back of the packaging. For food from market stalls and from the meat or cheese counter in the supermarket, you can ask for this information. Sometimes it is displayed on the counter. For supermarkets with a delivery service or restaurant chains, you can often view this information on the website.

8.2 What do you do when an ingredient is broken down by a bracket?

Your food contains ingredients that are further specified in brackets. The rule is that everything in the bracket belongs to the ingredient in front of it.

Here is an example for you:

A dessert contains the following ingredients: curd, yogurt, fruit preparation (strawberries, honey), modified starch.

The third ingredient in this example is the fruit preparation. As it contains a sugar signal word in the bracket, i.e., honey, it is a high-sugar food and the sugar must be tracked in Neatic.

8.3 Do you have to track your food forever?

Tracking should help you, especially in the beginning, and give you confidence in your food choices. Over time, you will know your favourite foods and which ones contain added flavors and sweeteners. When it comes to sugar, it can make sense to check at regular intervals.

8.4 Isn't Neatic just another low-carb diet?

No, Neatic is not another low-carb diet.

Neatic limits all mono- and disaccharides that are added to food during production, including table sugar, glucose, and fructose, as well as sugars that are naturally present in honey, syrups, fruit juices, and fruit juice concentrate.

So far, it doesn't sound any different than a low-carb diet, does it?

The big difference is that Neatic does not limit the consumption of complex carbohydrates in cereals (e.g. wheat, spelt, rye, barley, oats, rice, maize, millet), pulses (e.g. beans, peas, peanuts, lentils), and potatoes. The consumption of bread,

rolls, pasta, and mashed potatoes is also not restricted in Neatic.

The consumption of fruit is possible without restrictions as long as it is eaten in its edible entirety. By “edible entirety” Neatic means that all edible components are eaten completely, e.g. an apple with the peel or eating an orange whole instead of squeezing it.

Dried fruit can also be eaten in Neatic without restrictions, as long as no sugar has been added during the processing.

Homemade smoothies can be consumed as long as all edible components of the fruit have been processed.

8.5 Does Neatic allow alcohol?

Neatic has no objection to **low** alcohol consumption. “Low” means a daily amount of, for example, 0.125 l of wine or 0.33 l of beer. This amount contains energy but does not automatically lead to weight problems.

Heavy alcohol consumption, on the other hand, endangers your health and can significantly shorten your life!

You should also be aware that alcoholic mixed drinks often contain added flavors, sweeteners, and sugar. In addition, alcoholic drinks with more than 1.2 percent by volume can hide these three taste seducers very well since they do not have to declare their ingredients. For example, a caramel-flavored cream liqueur often contains sugar and added flavor.

Sometimes you will find the term “flavored” drink on the packaging. Then the product certainly does not meet the Neatic principles!

8.6 Does Neatic allow smoking?

Neatic has a very clear opinion on smoking: **Smoking is harmful, no matter the dose!**

Smoking promotes diseases like heart attack, stroke, and lung cancer, and shortens your life expectancy by many years.

Giving up smoking is one of the best measures for a long and healthy life. And who doesn't want to grow old healthily?

8.7 Does Neatic pay attention to flavor enhancers like glutamate?

Flavor enhancers such as glutamate play no role in Neatic.

The amino acid glutamate is added to dishes as a flavor enhancer and triggers the taste of umami. Alongside sweet, sour, salty, and bitter, umami is the fifth taste. The word umami is Japanese and can be translated as “savory”. Added glutamate enhances the intensity of various flavors and can also mask the bland taste of food. However, compared to flavors, sweeteners, and sugar, glutamate plays a rather minor role. It has been used in Asian cuisine for over 100 years without any relevant side effects!

Glutamate is hidden behind many ingredient names, such as glutamate, E620 to E625, yeast extract, seasoning, grained broth, wheat protein, maltodextrin, dry milk product, fermented wheat, and vegetable protein. So it is not so easy to identify glutamate on the ingredient list.

It doesn't hurt to avoid glutamate, but it is not necessary in Neatic!

Restricting flavors, sweeteners, and sugars is already challenging enough.

In any case, foods that are naturally high in glutamate do not need to be restricted. These include various vegetables (e.g., green beans, tomatoes), dairy products (e.g., whole milk, Parmesan cheese), meat products (e.g., cutlets, steak), and nuts (e.g., walnuts).

8.8 Do you have to become a vegetarian or vegan for Neatic?

No, you don't.

In contrast to people who eat everything (omnivores), an increasing number of people adopt a meat-free diet (vegetarians) or avoid animal products altogether (vegans). The reasons are often ethical. Animals should not be killed or exploited for food. Neatic respects this attitude! For Neatic, it does not matter if your diet is omnivorous, vegetarian, or vegan. All these diets may contain flavors, sweeteners, and sugar. If so, they contradict the Neatic principles.

Omnivore, vegetarian, or vegan – Neatic is for everyone!

8.9 Do you have to buy organic food for Neatic?

No, you don't.

“Organic” sounds super healthy, and many people look for the organic label when shopping. But why?

The difference to non-organic food lies in the following criteria:

- They must not be genetically modified in the EU.
- Synthetic-chemical pesticides, artificial fertilizers, or sewage sludge are prohibited.
- Animals must be kept in a manner appropriate to their species.

Ethical aspects often play a role. Neatic respects this attitude. But even organic food can contain masses of added flavors, sweeteners, and sugar. So you should also check the ingredient list before buying organic food!

8.10 What happens after the Challenge?

Congratulations - you did it! You can be proud of yourself. Even though the beginning might have been hard, some things are much easier for you now and you have already found new favorite foods. :)

It is up to you how to proceed from here. Just think about your time with Neatic. How did you feel? Can you imagine to live according to the Neatic principles in the future?

If yes, then let's go into the next year with Neatic.

If not, why is that? What makes it difficult for you to implement the principles in your daily life? Can you find strategies that would help you? Perhaps you can try a fresh start.

9 Impressum

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