



ELITE

Personal Training and Fitness Solutions

# HEALTH TOPIC OF THE WEEK

## 1/30 - Breakfast and Breakfast Cereal

### Introduction

Most humans are diurnal, meaning we are awake during the day and asleep at night. Sunlight stimulates us to wake up and eat soon afterwards. That's why breakfast is so important. It starts our daily cycle. Do you skip breakfast or eat it at erratic times? Both have an adverse effect on organ function and weight management. This article discusses breakfast, with a special emphasis on cereal, something millions of Americans consume each day.

### The Benefits of a Nutritious Breakfast

What you choose for breakfast sets the stage for your whole day. If you choose sugary breakfast cereal, you're likely to crave sweets all day long. However, if you choose a balanced meal with fiber, protein and healthy fats, you will have stable energy. This will help you make better meal decisions throughout the day.



Consuming more of your daily calories in the morning improves fasting glucose, insulin and triglyceride levels. It also aids weight management, especially for overweight women. Gut health is key to overall health. Our gut microbiota changes daily for better or for worse based on what we eat. A balanced breakfast makes a positive impact on the gut microbiota.

### Breakfast Cereal – An American Grocery Staple

Many classic cereals originated in the 19th century. Cereal was originally served as medical food in sanitariums as one of many treatments for wellness.

Granola, corn flakes and grape-nuts were a few of the cereals invented by wellness gurus such as James Caleb Jackson, Dr. John Harvey Kellogg and C.W. Post. The evolution of cereal from the 20th century forward was a result of the competitive industrial landscape and sometimes occurred due to experimental accidents.



Elite Personal Training and Fitness Solutions does not provide medical treatment or intervention. We acknowledge scientific evidence that appropriately intensive exercise and sustainable nutritional intervention can have significant impact on chronic health disorders and obesity, dramatically improving symptoms when recommendations are followed. Please visit us at [Eliteptf.com](http://Eliteptf.com) for more information and to schedule your evaluation.

The first sugary cereal was launched in the 1900s by Dr. Kellogg's competitive younger brother. It was marketed with the first in-box prize. Cereal consumption took off with the mid-century baby boom. Sugar was the main selling point. Sugary cereal was further embedded in American households in the 80's through co-branding with pop culture favorites like Mr. T, Smurfs, Donkey Kong and Cabbage Patch Kids. From the 90s to today, marketing claims and gimmicks have expanded exponentially.



Today's cereal market includes amped up sugary options with limited edition flavors, greater prizes, exclusivity factors, features for various fad diets and more. With new research capabilities, food companies have more resources to tap into psychological needs even at a subconscious level.



## EPT Pro Tips

If you are a fan of breakfast cereal, switch to high fiber options with limited ingredients that are easy to identify. Try balancing your meal by adding healthy protein and probiotic sources like plain yogurt or plain Greek yogurt. Add nutrients by eating a rainbow of colorful fruits in a parfait or smoothie.

**HIGH IN FIBER**



Between overwhelming options and psychosocial challenges, picking good options for breakfast can be challenging. Our trainers are also certified nutrition professionals who can help you make healthy choices.



### Interesting Extras:

Dr. John Harvey Kellogg, the inventor of corn flakes and peanut butter, was an early proponent of integrative medicine and health reform. He was well known for medical "treatments" at his Battle Creek Sanitarium. These ranged from early takes on good nutrition (such as promoting vegetarianism and limiting sugar) to some truly bizarre treatments.



Kellogg was big on enemas. He invented a machine designed for running many quarts of water through the bowel. This was followed by a yogurt enema. The sanitarium offered 46 different kinds of baths, including the "continuous" bath where a patient would remain for hours, days or even weeks to cure certain diseases.

Kellogg's other marvels included both beating and slapping machines, which gave patients the choice of being pounded or flogged, in order to stimulate their circulation.



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SCAN ME



This article was contributed by Lynette Jernigan, Elite's Client Advisory Board Chairman. With a B.S in Food Science and Technology, Lynette brings a unique perspective. Look for her columns to include insightful comments on marketing and food processing. For her bio, please click <https://www.elitepersonaltrainingandfitnesssolutions.com/business-team>

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