



ELITE

PERSONAL TRAINING AND FITNESS SOLUTIONS

HEALTH TOPIC OF THE WEEK

10/16 - Why You Should Read EPT Publications

Introduction

I get it. Everyone wants to be healthy, and there's certainly no shortage of people telling us how to do that. This week's newsletter discusses why you can rely on EPT for unbiased and reliable health and wellness information.

Recent Exposé

The Washington Post published a detailed exposé last week. They found that dietitians, along with a physician influencer and a fitness influencer, were paid to make social media videos by lobbying groups that included the American Beverage Association (which represents corporations such as Coca-Cola and PepsiCo) and the Canadian Sugar Institute.

Why does this matter?

Several paid influencer videos say that the World Health Organization's recent aspartame safety report is overblown. Essentially, they told viewers that aspartame is safe, ya dummy, so stop listening to fearmongers.

Alas, most of the influencers didn't make it clear that they were paid by the American Beverage Association - the very same lobby that's trying to promote sales of aspartame-containing sodas.

Perhaps some of these paid influencers genuinely thought that aspartame safety concerns were exaggerated. But the videos were irredeemably flawed. Very few influencers have the time or expertise to read dozens of aspartame studies or to comprehend the complex science behind them.

Basically, influencers tend to parrot someone else's view. In this case, that "someone else" happened to be one of the most powerful political lobbies in the country.

EPT doesn't do parroting.

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What else do the beverage companies influence?

Perhaps you've seen studies on how these companies and their lobbying groups influence public and academic institutions in the United States, Mexico, and Brazil. They may even have played a major role in shaping dietary guidelines and shifting blame away from sugar and toward fat in the past few decades. The aspartame example is just the tip of the iceberg.



What's the takeaway?

EPT readers and clients are smart and discerning. Unfortunately, our publications have a small sphere of influence. Meanwhile, the influencers in the Washington Post article collectively reached millions of followers.

We face an uphill battle competing against companies a thousand times bigger than we are. They churn out surface-level content that is rarely updated. Their big goal is to get big clicks, which translates into big bucks.



So yeah, EPT is a small and resource-constrained company. Our publication and videos are made without extravagant budgets. But on the flipside, you won't ever have to question our content or motives.

EPT provides unbiased and accurate health and wellness information. The staff who work for this company do so because there is no other like it. We are confident that you'll benefit from our publications. That's what drives us to conduct exhaustive research and work diligently on your behalf.



Thank you to all our clients for your trust and for partnering with us for the long haul.



References

[The food industry pays 'influencer' dietitians to shape your eating habits - The Washington Post](#)

[Aspartame hazard and risk assessment results released \(who.int\)](#)

SCAN ME



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