



Thou Shalt Not Eat: How Diet Gurus and the Media Use Bad Science to Make You Fat, Fearful, and Coming Back for More

Scott Kustes

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The Food Industry Is Not to Be Trusted!

Meat will rot and putrefy in your gut. Wheat will make you bloated and affect your brain function. Sugar causes cancer. If you're at all listening to the voices of the diet and health industry, you've likely heard these claims before. Maybe you've even believed some (or all) of them at one time or another. After all, we all want to be healthy, happy, and attractive. Why wouldn't we follow a guru who claims to offer all three through their magical list of dietary restrictions?

Is It OK if I Eat This Organic Banana?

What drives educated, intelligent people to ask permission to eat foods (like rice, potatoes, and fruit) that are eaten by healthy populations all over the world? What causes followers of a specific diet to rise up and protect their dietary guru from critics or questioners? On blogs and in forums, this very phenomenon is occurring every day. Express an inkling of doubt over the philosophy in one of these groups? Well, then you're a troll, a shill, a hater. There's a prevalent idea that we live in a toxic, fallen world that makes us all dirty if we aren't constantly vigilant. But is it true? What is that "detox" diet actually detoxing from your system...and by what means?

Escape the Anti-Carb Cults

In *Thou Shalt Not Eat*, Scott Kustes lays out an owner's manual for anyone caught up in the diet, health, and nutrition world. Discover the logical fallacies you'll likely come across in health blogs, forums, and diet books. Meet the guru archetypes dishing out twisted dietary "facts." Learn how easy it is to come up with a diet book when you follow six simple steps. When you wrap up the whole package presented by the diet industry, it becomes a burden to live a normal life. Free your mind and get your life back—no gurus, commandments, or tribal associations required.

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