

What is Breaking Free from Sugar®

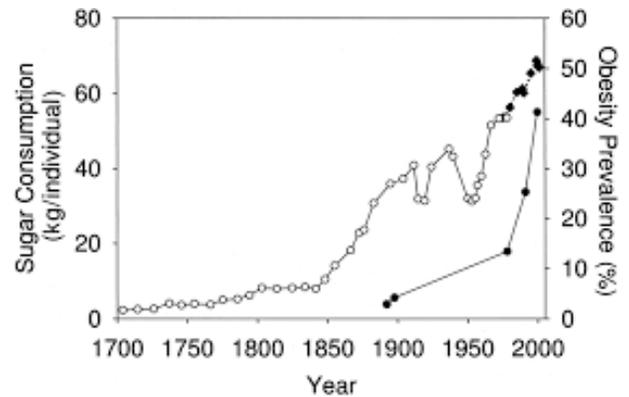
Breaking Free from Sugar is a 4-week online program that uses the latest understanding of biology, neuroscience and behavior change to empower people to quit sugar and take control of their health.

A Wellness Program with ROI

Quitting a sugar dependency not only increases productivity, but also decreases the risk of every chronic disease by minimizing chronic inflammation.

Improves Productivity and Performance

- More productivity due to less sick days (sugar weakens the immune system for up to 5 hrs.)¹
- Improved mental focus (sugar can cause brain fog due to inflammation)^{2,3}
- Less distractions (no more searching drawers for snacks :)
- High sugar consumption linked to mood disorders and depression⁴



Increased sugar consumption is related to not only an increase in obesity and diabetes but also all chronic diseases, including heart disease, cancer and depression, costing companies millions of dollars per year in high health insurance premiums and time away from work.

Hundreds of People Have Taken the Program: Here's the Impact:

97% succeeded in cutting back on sugar somewhat or very much

95% said they intend to continue with a "sugar-minimal lifestyle"

100% would recommend it to family, friends and colleagues

Here's what they're saying about it:

"This program raised my awareness of the hidden added sugar in the foods I was eating and drinking. I've changed my shopping and eating habits for the better." ~Ellen S.

I like that it got me thinking about my and my family's sugar intake. I started looking at sugar content on foods I didn't expect to have tons of sugar in them and evaluating how I cook for my family. ~C.R.

"I have had a lot of success with the Breaking Free from Sugar plan. I sleep better, have more energy, and have lost a couple of pounds without feeling deprived." ~ Ellen L.

The information I gleaned from this course changed how we eat. The changes have been amazing. Collectively my husband and I have dropped 26 pounds!! We no longer crave sugar and rarely eat it. ~ B.C.

¹ <https://academic.oup.com/ajcn/article-abstract/26/11/1180/4732762>

² <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5999353/>

³ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6088306/>

⁴ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7322666/>

What Does the Program Teach?

Breaking Free from Sugar is a research-informed course that teaches participants about the harms of sugar and how to quit with minimal cravings.

- WHY quit sugar; WHAT sugar does in the body to damage health
- HOW to quit sugar (including how to hack your cravings)
- WHERE the sugar is hiding; how to read the new nutrition labels
- Understanding carbs
- HOW we got to this place of rampant disease
- Antidotes to a toxic food environment
- Mastering your mindset



How is the Program Delivered?

The main program of Breaking Free from Sugar lives as an online platform, where participants login and can access the program materials. Each module consists of multi-media lessons and includes numerous handouts for reflection and application of what has been learned. Progress can be tracked, which could be helpful for incentivized wellness programs.

Organizational Delivery Options

Each workplace has its own way of doing things, so program delivery has several options:

- **Cohort model**, where organization signs up a group of employees to do it all at once. Benefit of camaraderie and peer support (in addition to program support). Single payment.
- **Individual model**, where people start and end at their chosen time. Benefit of flexibility for participant. Free for employee (or co-pay); monthly billing.
- **Custom program**, where the program is created on your existing learning platform or a dedicated branded version is created for your company; annual fee and/or per-person fee.

About the Program Creator

Dr. Andrea Grayson developed a breakthrough model for helping people quit sugar (and healing her own sugar dependency) by investigating neuroscience, biology, positive psychology and instructional design. She works as a behavior change communications consultant and teaches about behavior change in the MPH program in the Larner College of Medicine at the University of Vermont. Program is presented by Grayson Institute, LLC, EIN: 47-5587137

