



“Let Food be Thy Medicine”

(Hippocrates 450 BC)

Dr Harry König

HiConf 24 – Conference

29th February 2024

Health perspective generalist vs specialist

Generalist

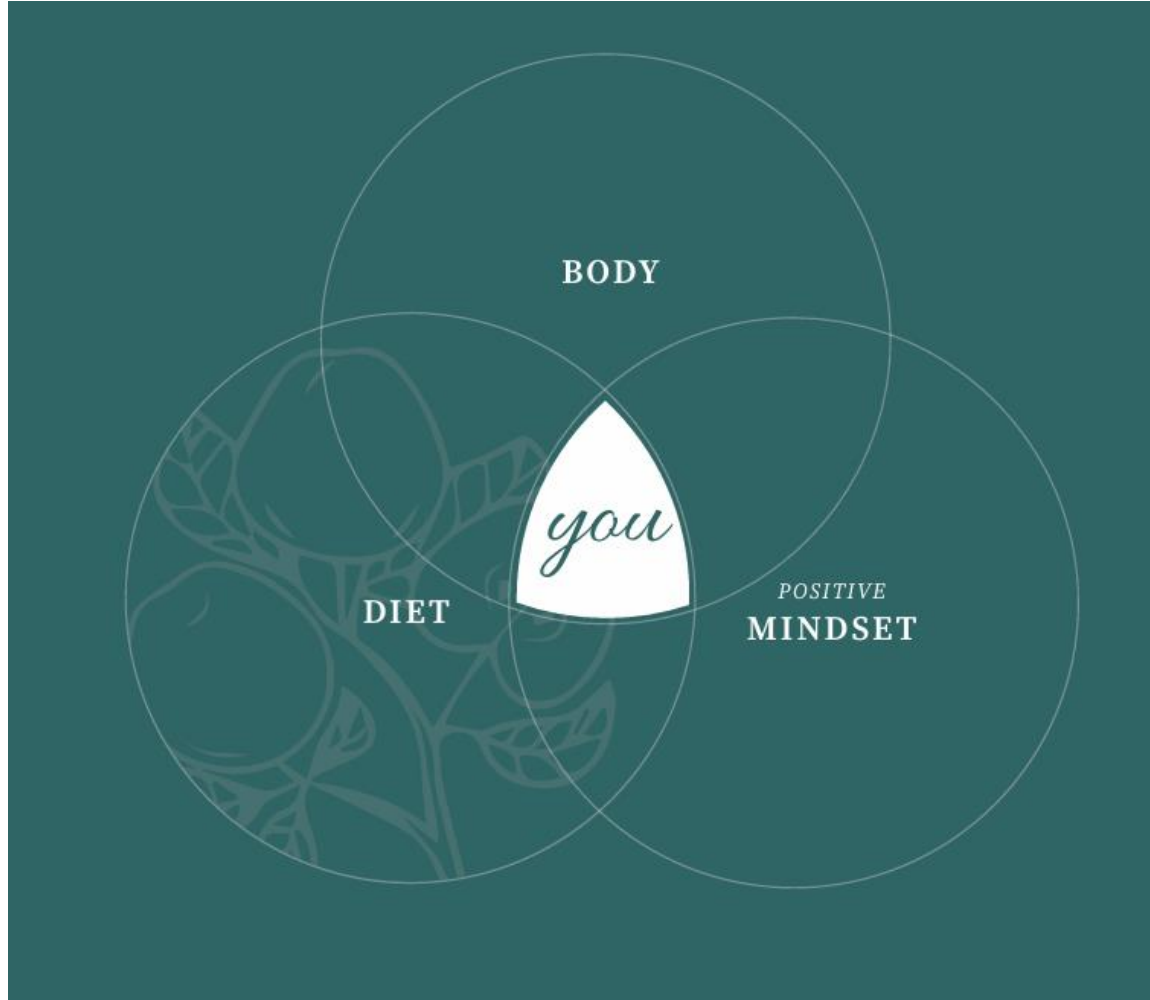
vs

Specialist

Represents
multiple
disciplines
with a holistic
view

Focuses only
on specific
pathological
areas

Nutrition – core part of holistic health

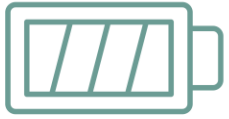


In modern and holistic approaches **nutrition plays a crucial role in achieving and keeping optimum health**

Healthy nutrition provide the best foundation for individual physical well-being and **daily health**

Healthy nutrition and diet has **regeneration, recovery, and prevention** characteristics of so-called lifestyle diseases

How stable blood sugar affects our health?



Energy Source

Ensures continuous energy for bodily functions



Hunger & Satiety

Regulates appetite, prevents overeating



Mood Stability

Affects mood, mental clarity



Diabetes Control

Vital for prevention & management



Cardiovascular Health

Lowers heart disease risk

“Sugar spikes” in blood are causing significant health issues and are **the reason for most modern chronic diseases!**



According to the WHO and other health organizations, up to **80% of chronic diseases like cardiovascular diseases, strokes, type 2 diabetes**, as well as more than **one-third of cancers**, can be prevented through healthy eating.

Why current artificial sugar alternatives are not the solution?

Aspartam

Saccharin

Sucralose

Acesulfam-K

Neotam

Bad Taste

Artificial sweeteners have unpleasant tastes or leave a metallic aftertaste, altering the flavor of foods and drinks compared to natural sugar.

Increasing appetite feeling

Studies suggest consuming sugar-free products with artificial sweeteners lead people to later consume more calories to compensate for the missing sugar substitute, potentially affecting weight.

Negative impact on health

Artificial sweeteners affect blood sugar levels and insulin response, potentially impacting metabolism in the long term. Additionally they have a negative impact on gut health by disrupting the balance of gut flora.

Negative psychological effects

Studies show a link between artificial sweetener consumption and mental health issues such as depression and anxiety, possibly due to their effects on neurotransmitters in the brain.

Sweet Proteins as a healthy alternative to sugar

Sweet proteins such as Thaumatin, Miraculin, and **Brazzein** are of natural origin and provide **significant health benefits compared to traditional sweetener alternatives.**

Low Caloric Content: Sweeter than sugar but with fewer calories, aiding weight management and diabetes control

Blood Sugar Impact: No effect on blood sugar levels, making them suitable for diabetics or those aiming for stable glucose levels

Taste: Natural sweetness without the artificial aftertaste, enhancing flavor without overpowering natural taste

Health Impact: Sweet Proteins, are derived from natural sources, and are proteins with no known adverse health effects

Habituation Effects: Unlike artificial sweeteners, which may increase appetite and cravings for sweets, Sweet Proteins might not have the same habituation effects due to their natural origin, aiding better control of sweet consumption

Glucose adapted diet - GLAD

Glucose adapted dietary is based on the latest scientific findings and prioritize maintaining low glucose levels through dietary approach.

GLAD Principles

- 1 Our motto is "Optimization over Deprivation," focusing on enjoying food while promoting health.
- 2 Emphasize a balanced, plant-based diet rich in essential nutrients and health-promoting compounds.
- 3 Low Glucose level by consuming fiber, protein, and fats before carbohydrates, starting the day with savory foods, and avoiding snacks with sugar
- 4 Importance of regular physical activity for glucose control

Simplify your life and diet by living GLAD

- ✓ Eat 2-3 times a day in a smalltime window (late breakfast and early dinner 16/8 – intermittant fasting)
- ✓ Do not eat snacks or consume food in between meals
- ✓ Eat 70-80 % of your food plant based
- ✓ Keep moving whenever possibel

Sweet Proteins in the context of modern dietary approaches

Potential range of applications for sweet protein



F&B Industry: Used as sweeteners in various products representing a natural and healthier option



Supplements: Enhance taste, reduce sugar content in powders, bars, capsules, or liquids.



Medical Uses: To be used in medicines or supplements catering to specific dietary needs, like diabetes



Flavor Experiments: Employed in promising taste-altering trials in food industry, and restaurants



R&D: Extensively explored in research for new food & beverage products, aiming to expand applications.

Ongoing research and development will lead to **increased adoption of Sweet Proteins**, especially as consumers seek **natural and healthier alternatives to sugar and artificial sweeteners**.

Sweet proteins represent more than a promising alternative to conventional sweeteners and will play a **significant role in future nutrition**. Their **natural origin and health benefits** make them an appealing alternative to sugar.



“Let Food be Thy Medicine”

(Hippocrates 450 BC)

Dr Harry König

HiConf 24 – Conference

29th February 2024