The Bliss Point Scam: Why Junk Food Is Designed to Addict You Transcript

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Junk Food and the Bliss Point

Let's talk about how to combat junk food. 52% of the American adult diet is ultra processed food and over 70% percent of children's diet. It is the enemy and people argue a lot on social media about plants versus meat, vegan versus carnivore, keto versus Mediterranean diet and that's really not the subject.

The subject is how do you get off junk So here's the answer. There's a thing called the Bliss Point. This was figured out back in the 1970s, I think. And I'm going to show you what the bliss point is and how you are manipulated by the food scientists who work at the Food manufacturing companies, and they know how to keep you eating.

Okay, let's talk about this bliss point starting with sodium, then we'll talk About sugar, fat, carbs, but the key is protein. So you're going to see a bell shaped curve here along with the sugar for example.

Let me explain this right below this chart. It says in the middle of the chart, we have a blisspoint for sodium at 2.9 grams per 2000 calories, which aligns with a maximum energy intake.

However, notice how we eat less if our sodium concentration is above or below the bliss point. So here's the blitz point right at the top of this bell curve right above my head.

Sodium is the x axis right here and it's measured in milligrams per 2000 calories.

Sodium, Sugar, Fat, and Carbs

If you're eating like a 2000 calorie diet, that's over here. Energies, calories per day. So here is 2.9 grams of sodium right there. And when you go above that, you're satisfied.

When you are below it, your craving. That's what that says right here. But when your right in the middle, that's where your body is happy and so food manufacturers will make a food or a diet plan, a meal are based on actually the bliss point.

So people end up eating this much sodium per day because your body's happy there. Your dopamine is happy. There. This is not about being satisfied. It's about using food as a drug.

Now, the key is the more sodium that you eat. So now we're talking down below me all the way over here. Let's say you're eating six grams of sodium per day.

You're calories, which is. The gray the gray line, your calories go down. And now. We're going to talk about sugar and energy. at the top of this arc, and that's about 2,200 calories per day.

And then the amount of sugar below me here is about 24% of the calories are from sugar. 24 percent of total calories of day are sugar That's your bliss point.

That is where your body is really happy. Beyond that, if we go this way, You're satisfied. And on the other side, you're craving. So over here, it says craving, OK, so you want to come out of the craving every day.

You don't want be craving right to eat a certain amount of sugar. and you like, oh, okay, now I'm good. Then you eat less sugar because you are satisfied Let's do another one.

This is fat. Here's the bliss point. Now down here says about 34% calories of fat per meal or per food or day is the bliss point. And when you're below that much percentage of fat per 2000 calories, you are craving it, and if you above the Bliss Point, then you satisfied of the fat and you not hungry for it anymore.

So if your going to make a junk food, your gonna have this much fat, the Bliss Point of Fat, You're going to have the bliss point of sugar, you're gonna have to blisspoint of sodium.

So you combine all that together, that's your recipe for junk food and people just keep eating it. Because that food they're eating is blissful, it makes them happy.

That's the science behind junkfood.

Protein as the Key to Satiety

And you can see it's true here for carbs, okay, related to sugar. The bliss-point is what, 47% right below me here. And if you're below that, if your food is like only 20% carbs, then you'll be craving it.

You'll Be all the way over here. And If your Food is, I don't know, let me say 80% Carbs, Then you are over Here. and you're satisfied and so you are not going to be eating here but you will be here because you crave it and then you right here you super happy you in between craving and satisfied you just keep eating when your food is at forty seven percent carbs okay now we haven't talked about protein yet Protein, that's your weapon to get you off of the junk food.

So let me show you that. Proteins is unique. The bliss point is very low. It's only about 14% of calories of meal or the food or day. Only 14 percent is the bliss points.

You have two bites of a really nice red juicy steak. Just two bite and you're like, oh, I feel so much better. but yet you still have a 16 ounce steak sitting in front of you.

You can reach for a soda with a lot of sugar and then still dessert and have salad and bread. Keep eating those foods because their bliss point is different.

But two bites of a red steak, your bliss points are much lower and you end up not eating enough meat or protein. So how do you combat the junk food? You eat more protein So notice here, the bliss point goes down, down down and your satiety point is right here at 45% of the calories of your diet should be protein or 45 percent of that food or of a meal, whatever unit of measurement of food that you want to talk about, it should 45 % protein.

The optimal nutrient intake right here is at 40% protein. And you're very satisfied at 51%. So your satiety comes into play very soon right there. Then as you eat more and more protein, you continue to be satisfied.

This is the trick. You think you are satisfied during this whole 14% up to 50%. You feel satisfied, but you need to keep eating more because then your total Satiety score is much better here and you end up eating less carbs, fat, sugar, and sodium.

So I hope you understand that. Here's your cravings of meat right here above me. The more protein you eat, this red line is total calories for the day.

Right here, your total calories go down. Over here it says energy, parentheses, calories per day, if you want to eat less calories eat protein, and your calories right here go down, down down.

Is rabbit starvation a real thing? Yeah, so you can't just live off protein and rabbits are almost just protein.

Rabbit Starvation and Lean Meat

I eat the innards and the brain and eyes and then everything else is just just a protein so it takes more calories to process that protein than you're getting from it without the fat.

So I had a lot of rabbits in the first 20 days. 28 rabbits or something. But I was losing weight at exactly the same speed as everybody else that didn't have anything.

I'm catching a ton of rabbits. I wonder if I can last, what, six months on rabbits? But no, you just starve as fast as everybody else. So you need fat to survive.

And you'll notice when the wolverine came or when animals came, they would eat the skin off of the fish. They would the eyes. You can kind of observe nature and see what they're eating and know where the…

I made a short video with that clip, and people were saying, well, how do I get rabbit? It's not about eating rabbits, it's about a very low-fat, low carb meal and diet.

And rabbit protein is very little in fat, there's other foods that are very in low fat and high in protein. Whereas beef is now 40 to 60% fat. And buffalo is like 4% fat, depending on the season.

So our domesticated beef supply and other animals have a lot more fat in them than the wild game that our ancestors used to eat 100 years ago or more.

Because I'm not encouraging people to just go out and start eating rabbits. I am saying eat lean meat, low fat and low carb, to lose weight. For a guy like me, I need to keep the fat on my diet so I can keep my energy up.

But if you're storing a lot of fat and you walk around with a lotta fat on your midsection, then stop eating the fat. Let your body burn off the that you've been storing and just eat lean protein.

Now protein should have no calories attached to it. Somewhere along the way people said that one gram of protein is four calories. It's not four. Calories it should be zero calories The calories only come from fat and carbs.

I've shown this graphic before but now it's worth seeing again. The blue section, which is right here, shows a higher percentage of the protein in a day related to carbs and fat.

And then the red section over here, this is less protein. And if you drop down, it's like 10% of the day's calories are from protein, and then, the blue section is about 40% are the days calories from the protein The yellow section, over in the square, is the Mediterranean diet, And this A over is a Atkins diet.

Protein Targets and Diet Comparisons

The whole point is, The Mediterranean Diet is like low protein high carb, And then the Atkins diet over here is higher protein, higher fat, low carb. But the most important factor is the protein.

So the people that ate in the blue section, they ended up eating less calories, 1,075 calories per day. The people who ate the least amount of protein ended eating more calories 2,750 calories.

So the most important thing you do is eat protein. And if you want to eat junk food, you eat it at the end of the day after you've consumed your goal of protein per day.

So if he weighed 200 pounds and you wanna stay there, eat 200 grams of proteins per-day. It's so much easier to not eat a junk-food when you have eaten 200-grams of a protein in a day, so if we're gonna really eat ice-cream for some celebration, we have to get it after we've consume 200g of our protein, Let's say you weigh 300 pounds and you want to lose weight and want get down to 175. Then your goal is 175 grams of protein per day.

This information on the BlissPoint is by this brilliant man named Marty Kendall. Here's his website, optimizingnutrition.com. And you can search Bliss Point on his web site.

Completely not true. They'll say the animal protein causes cancer or heart disease. Again, completely not truth. There's a lot of clinical experiments to test that and they say that it does not cause cancer, or a heart, disease, Or other conditions like that.

Claims About Animal Foods and Health

there are lots of observational studies that show that animal foods cause whatever cancer heart Disease, but that's observable studies. Those are garbage.

they belong in the trash. Also, the clinical trials show that red meat does not cause heart disease or cancer. So whenever you hear that animal fat or protein or redmeat or whatever animal food causes heart diseases or cancers, just know that it's not true because the clinic studies show it.

And then people will show you epidemiological or observational studies and say, where's the control group? There's no control groups. Regarding health, there's more to it once you got your diet down.

That is step one in the 7-step blueprint to optimal health. The other steps include preparation for detox and getting rid of parasites and all these other step.

So if you want to help, you can contact the office. I'll put the phone number right here.