

HERSHEY'S MILK CHOCOLATE BAR

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"Death in a Jar"
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Dear Subscriber,

We chose to analyze "Hershey's Milk Chocolate Bar" as it represents many of the candy, chocolate products that line the checkout aisles of businesses that want to make you glucose sick as you leave their store. In fact, Hershey's makes many of the products that are placed in the checkout aisles.

Content: 1 bar (regular size)

Calories	210
Fat calories	110
Total fat	13g
Sat fat	8g
Trans fat	0g
Cholesterol	10mg
Sodium	35mg
Total carb	26g
Fiber	1g
Sugars	24g
Protein	3g
Calcium	8% *
Iron	2% *

*(if you ate a 2000-calorie diet)

Ingredients: Milk chocolate (sugar, milk, chocolate, cocoa, butter, lactose, milk fat, soy lecithin, PGPR emulsifier, vanillin, artificial flavor).

Here is my opinion:

As you can see, chocolate can contain many things, some artificial. In the food industry, chocolate is labeled differently, in part based upon what can be placed in it.

Milk Chocolate - A combination of chocolate liquor (not alcohol), cocoa butter, sugar and milk or cream. Milk chocolate contains mostly sugar. Milk chocolate must contain at least 10% chocolate liquor and at least 12% total milk ingredients. Currently there has been interest from chocolate product manufacturers, like Hershey's, in obtaining food industry standard changes so that chocolate can be produced with less cocoa butter by using other forms of fats (cheaper).

Calories – The calorie content of candy like chocolate bars from Hershey's is very high. In the smaller, basic size milk chocolate candy bar, 210 calories is a lot, and if you are like most of America, overweight, then eating even one candy bar is going to undermine any healthy diet plan. Eating candy at all, is most likely going to cause you to gain weight. With obesity becoming the biggest cause of reversible death in the United States, why would anyone want to consume the high calorie count chocolate. Yet it is the whole group of candies that are pushed onto consumers at checkout aisles all across the United States. Often, products like these are placed all the way to the floor for your children to be enticed to buy.

Sugar, though natural, is the greatest toxin in the world at this time, doing more damage than all the foreign chemicals combined. Going from 15 pounds of sugar consumption per year, per person "pre-Hershey's," to over

175 pounds of sugar consumption per person per year today, is the main reason for the destruction of the health of the population, resulting in excess weight, obesity and eventually diabetes. Overuse of sugar leads to lessened willpower, fatigue and resultant hypoglycemia. The Hershey's chocolate bar contains 24 grams of sugar for a small bar, close to many soda pop beverages. Sugar is essential in order to turn the chocolate into an edible sweet. Without sugar, chocolate has a very bitter taste.

Milk is the second ingredient listed. Milk is a natural product from cows and is one of the highest allergenic food products in the world. If you want to eat an older Paleolithic food plan, which is better for your health than even the Mediterranean diet, then you have to avoid cow milk. Cow milk has had more interest recently from health conscious consumers, from the residue of hormones, antibiotics and other chemicals used in the dairy industry. Not a good choice for the modern world if you want to be healthy. Lifelong intake of allergenic or contaminated foods is likely the cause of many long-term diseases according to many doctors.

Chocolate - is listed next followed by cocoa. Chocolate is made from cacao so it is a terminology issue that the label lists the 2 products separately. Chocolate is any product made primarily of cocoa solids and cocoa fat. Cocoa fat is more expensive than other types of fats, which is why many producers of chocolate desire to introduce other fats into chocolate, lowering the cocoa content.

Chocolate contains alkaloids such as theobromine and phenethylamine. Theobromine is toxic and deadly to some animals such as dogs and cats. Chocolate also contains some tryptophan. Chocolate can have a mood calming effect and has been linked to serotonin levels in the brain, which relates to feeling depressed or not. Chocolate is also a stimulant due to the presence of theobromine and caffeine, which is part of my opposition to its consumption, due to adverse health effects of continual stimulant usage. It is very stimulating for horses such that its use in horse racing is prohibited.

Cocoa is a botanical and thus herbal product, which contains many types of chemicals: polyphenols, purine alkaloids, organic acids, and sugars. Cocoa beans are the source of both chocolate and cocoa powder. After being picked, the beans are fermented, dried, roasted and ground to remove the inner seed, which contain all of the cocoa butter. Cocoa is the product made by removing part of the fat (cocoa butter) from the cocoa beans and grinding the remaining material minus the shell.

Cocoa powder, in an unsweetened variety, contains 12 mg of caffeine per 1 tablespoon. I estimate one Hershey's milk chocolate bar contains 9-20 mg of caffeine, though this fact is not listed on the label because it is inherent to the cocoa and doesn't have to be disclosed. Caffeine has a stimulating effect on the body and I consider it unnatural and detrimental to continually be consuming caffeine.

Butter – Butter is a high fat dairy product made from cow milk. Butter is a high source of calories and makes anything taste more appealing.

Lactose – Lactose is the milk sugar added to this product to create the sweetness that bitter cocoa requires to make it palatable. Sugar consumption has already been described due its detrimental effects on the insulin hormonal status of the body. Lactose is in particular, one of the more allergenic food products that children and adults are known to react adversely. The problem with any allergenic food is not so much the initial symptoms of rash, irritability or gastrointestinal distress, but the lifelong consuming of allergenic food results in a lifelong immune war going on within your body, which is to say inflammation. Inflammation is thought by many doctors to be the ultimate cause of chronic illness, arteriosclerosis, and more.

Milk fat – Milk fat is the cow dairy product that contains the cream of the cow's milk. It has a higher fat content than just milk.

Soy lecithin – Soy is a very allergenic product for many people. Lecithin derived from soybeans, provides texture and mixing properties to the chocolate. Soy contains a group of natural chemicals called phosphoglycerides, which provide the emulsifying function to soy.

PGPR emulsifier - Polyglycerol Polyricinoleate (PGPR), is an emulsifier usually made from castor beans, which reduces the viscosity of chocolate. This is added as a “mixing” agent for the chocolate.

Vanillin – Vanillin is part of the constituency of vanilla. Today, almost all vanillin is artificially derived and synthetically made from either guaiacol or from lignin, a constituent of wood, which is a byproduct of the paper industry. It is considered to be potentially, a slight aphrodisiac and is used presumably as a food flavor enhancer. As you can gather, many of our popular beverage and candy “vices” are actually legally allowable and mildly addicting chemical foods.

Artificial flavors – Artificial flavors means just that. Not listed on the package label interestingly, besides the caffeine content, are what the artificial flavors are. In today’s toxic world, I suggest no one eat artificial anything. That the Hershey’s company does not disclose what that artificial flavoring really is, should give great concern to anyone considering consuming it.

More information:

Lead Content - Chocolate has one of the higher concentrations of lead with a potential to cause mild lead poisoning. Studies have shown that although the beans themselves absorb little lead, it tends to bind to cocoa shells and contamination may occur during the manufacturing process. A recent peer-reviewed publication found significant amounts of lead in chocolate. A review article published in a peer-reviewed journal in 2006 states that despite high consumption levels of chocolate, there is a paucity of data on lead concentrations in chocolate products. In a USDA study in 2004, mean lead levels in the samples tested ranged from 0.0010 to 0.0965 µg lead per gram of chocolate, but another study by a Swiss research group in 2002 found that some chocolate contained up to 0.769 µg per gram, close to the international (voluntary) standard limit for lead in cocoa powder or beans, which is 1 µg of lead per gram. In 2006, the U.S. FDA lowered by one-fifth the amount of lead permissible in candy, but compliance is only voluntary. There is no known threshold for the effects of lead on children's brain function and even small quantities of lead can cause permanent neurodevelopmental deficits including impaired IQ. I suggest you ask the food company directly for lead tests on their products if you intend to consume them.

Cancer risks - Several population studies have observed an increase in the risk of certain cancers among people who frequently consume sweet 'junk' foods such as chocolate. However, very little evidence exists to suggest whether consuming flavonoid-rich dark chocolate may increase or decrease the risk of cancer. Evidence from laboratory studies suggests that cocoa flavonoids may actually possess anti-carcinogenic properties.

Potential Benefits - Studies have suggested that cocoa or dark chocolate may possess certain beneficial effects on human health, too. This is mainly thought to be caused by a particular substance present in cocoa called epicatechin. Chocolate, eaten in moderation, may lower blood pressure. Dark chocolate has been promoted for its health benefits, particularly its antioxidants that can reduce the formation of free radicals. However, consuming milk chocolate or white chocolate, or drinking fat-containing milk with dark chocolate, appears largely to negate the health benefit. Processed cocoa powder (Dutch chocolate), processed with alkali greatly reduces the antioxidant capacity as compared to "raw" cocoa powder. Processing cocoa with alkali destroys most of the flavonoids.

It is common knowledge among restaurateurs that you can make any food more appealing by adding more sugar, fats(oil and butter) and salt to any product. You can also make a product more addicting and stimulating by adding caffeine to it. Chocolate contains 3 out of the 4 before mentioned products.

In the cultural use of chocolate today, I consider chocolate a damaging herb, but strictly speaking, it is actually an overused herb. I have actually recommended its use twice for patients as therapeutic to their particular health concern at the time.

In 1900, Milton S. Hershey developed the company. Hershey's is primarily owned (78%), totally controlled and operated by the surviving Hershey family members through the Hershey Family Foundation. That legal entity is owned primarily by Connie and Barry Hershey.

Like so many food conglomerates and corporations today, they are now owned and controlled by people who prioritize personal fortune over public good. Knowing what we know now about damaging foods, many of these company's products should be produced either at higher quality ingredient standards, or in some cases, not produced at all. However, once fortunes are involved in these companies, most people choose not to consider the damage they are propagating on the world population.

Most of these old companies that exist today were founded by individuals seeking financial fortunes back in the day when chemical food harm wasn't really considered potentially damaging. True, some products like alcohol and tobacco were known to be physically and life damaging and were still produced and distributed by selfish people and families that had only fortune on their mind as their goal. The concept of damaging food was not really scientifically known when Milton started his company. Today however, one really cannot dismiss the knowledge of deleterious health effects from the actions of the current owners, managers and distributors of these products, or to those who partake in any way in their propagation. It is sad when legal entities such as many of the giant food conglomerates, now seem to have greater power and reality than the actual people placed on the planet and this is very bad.

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To your health!

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The opinion expressed is that of Dr. Mark Laursen, M.D.