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## Intro



Conscious advertising is a term that refers to the practice of **advertising in a socially responsible and ethical way** that aligns with the values and beliefs of the brand and its audience. Conscious advertising aims to avoid harmful or misleading content, respect human rights and diversity, protect children's

wellbeing, combat misinformation and disinformation, promote sustainability and transparency, and prevent ad fraud<sup>123</sup>. Conscious advertising can have a positive impact on the brand's reputation, customer loyalty, social impact, and bottom line<sup>14</sup>. Some examples of conscious advertising are:

- Dove's Real Beauty campaign, which celebrates the diversity of women's bodies and challenges unrealistic beauty standards<sup>5</sup>.
- Patagonia's Don't Buy This Jacket ad, which encourages consumers to reduce their environmental footprint by buying less and repairing more<sup>5</sup>.
- Nike's Dream Crazy campaign, which features Colin Kaepernick and other athletes who stand up for social justice causes<sup>5</sup>.
- Ben & Jerry's Unilever takeover, which calls out the parent company for its role in deforestation and palm oil production<sup>5</sup>.
- Spotify's Black History is Now campaign, which showcases the contributions of Black artists and activists to music and culture<sup>5</sup>.
- TOMS Shoes — A footwear company that donates a pair of shoes to a child in need for every pair sold, and supports various social causes such as clean water, safe birth, and mental health<sup>1</sup>.
- Faguo — A French fashion brand that plants a tree for every item sold, and uses recycled and organic materials to reduce its carbon footprint<sup>1</sup>.
- Yes Straws — A company that offers biodegradable alternatives to plastic straws, such as paper, bamboo, and wheat straws<sup>1</sup>.
- Lush — A cosmetics company that uses natural and cruelty-free ingredients, supports animal rights and environmental campaigns, and promotes ethical buying and fair trade practices.
- Everlane — A clothing company that practices radical transparency, revealing the true cost of its products, the factories where they are made, and the impact they have on the planet.

- Seventh Generation — A household products company that uses plant-based and recycled materials, advocates for climate justice and clean energy, and educates consumers about the environmental consequences of their choices.
- REI — An outdoor recreation company that encourages people to enjoy nature responsibly, supports conservation efforts and outdoor education, and closes its stores on Black Friday to promote its #OptOutside campaign.
- Airbnb — A travel platform that promotes diversity and inclusion, supports local communities and causes, and offers free or discounted stays to people affected by disasters or emergencies.
- Starbucks — A coffee company that sources its beans ethically, invests in social and environmental programs, reduces its waste and emissions, and champions human rights and social justice issues.
- Lego — A toy company that inspires creativity and learning, uses renewable energy and recycled materials, supports children's development and well-being, and partners with organizations such as UNICEF and WWF.
- [Allbirds — A fashion brand that uses natural and sustainable materials to make shoes and clothing, and educates consumers about the environmental impact of the fashion industry<sup>1</sup>.](#)
- [Warby Parker — An eyewear company that donates a pair of glasses to someone in need for every pair sold, and supports vision care initiatives in developing countries<sup>1</sup>.](#)
- [Pela — A company that makes compostable phone cases and other eco-friendly accessories, and supports environmental causes such as ocean cleanup and wildlife protection<sup>1</sup>.](#)

## What are some common values of conscious brands

Some common values of conscious brands are:

- **Higher purpose** — Conscious brands have a clear and compelling reason for being, beyond making money. They have a positive vision of the future and how they can contribute to it<sup>12</sup>.
- **Empathy** — Conscious brands understand and care about the needs, feelings, and perspectives of their customers, employees, partners, and communities. They create products and services that solve real problems and enhance lives<sup>34</sup>.
- **Reform** — Conscious brands challenge the status quo and drive social and environmental change. They use their influence and voice to advocate for causes they believe in and inspire others to join them<sup>32</sup>.
- **Morality** — Conscious brands act with integrity, honesty, and transparency. They are accountable for their actions and their impact on people and the planet. They adhere to ethical standards and principles in everything they do<sup>34</sup>.
- **Collectivism** — Conscious brands foster a sense of community and belonging among their stakeholders. They value diversity and inclusion, collaboration and co-creation, and mutual support and respect<sup>32</sup>.

How do you see the world would change if we embrace these conscious values?

That's a great question. I think if we embrace these conscious values, the world would change for the better in many ways. For example:

- We would have more meaningful and fulfilling lives, as we align our actions with our passions and purposes.
- We would have more trust and loyalty in our relationships, as we treat each other with kindness and respect.
- We would have more innovation and creativity, as we collaborate and co-create solutions that benefit everyone.
- We would have more peace and harmony, as we celebrate our differences and support our common goals.
- We would have more sustainability and resilience, as we protect and restore our natural resources and ecosystems.

What do you think? How do you see the world would change if we embrace these conscious values?

How can we promote these values

I'm glad you agree. I think we can promote these values by:

- Being conscious consumers, who choose products and services that align with our values and support conscious brands.
- Being conscious citizens, who participate in social and environmental movements and causes that matter to us and our communities.
- Being conscious leaders, who inspire and empower others to act with purpose and empathy.
- Being conscious learners, who seek new knowledge and perspectives and share them with others.
- Being conscious creators, who express ourselves and our values through art, music, writing, or any other form of creativity.

Do you have any other ideas on how we can promote these values?

That's an interesting idea. How do you think that would help promote these values?

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I think it would help by reducing the amount of harmful ads that are shown on TV.

I think it would help by reducing the amount of harmful ads that are shown on TV.

I see. What kind of ads do you consider harmful? And how do they affect you or others?

10 of 30

I think ads that promote unhealthy foods, drugs, or behaviors are harmful.

I agree. Those ads can have a negative impact on our physical and mental health, as well as our environment and society. How do you usually react when you see those ads? Do you ignore them, change the channel, or do something else?

11 of 30

I usually change the channel or mute the sound.

I see. That's one way to avoid those ads. Do you think there are any positive or conscious ads that you enjoy watching or listening to? If so, what are they and why do you like them?

12 of 30

Yes, I like ads that are funny or inspiring.

I like those ads too. They can make us laugh or feel motivated. Can you give me an example of a funny or inspiring ad that you remember? What was it about and how did it make you feel?

13 of 30

In the sixties there was the marboll cigarette commercials. They are banned today. Back then onbody thought is was possible

Oh, I see. You mean the Marlboro cigarette commercials. They featured a cowboy riding a horse in the wilderness, right? Why did you like those ads? Did you find them funny or inspiring?

I didn't like those ads. I was just saying that they were popular back then.

Oh, I misunderstood. I'm sorry. Yes, those ads were popular back then, but they were also misleading and harmful. They tried to make smoking look cool and adventurous, but they didn't show the health risks and consequences. I'm glad they are banned today. Do you smoke or have you ever smoked? If so, how did you start and how did you quit?

No, I don't smoke.

That's good to hear. Smoking is bad for your health and the environment. I'm happy that you don't smoke. Do you have any other hobbies or interests that you enjoy?

So my opinion is to slowly overtime reduce these harmful ads to be promoted.

I understand. You think that reducing harmful ads would help promote conscious values and improve the world. I agree with you. I think that's a good opinion to have. How do you think we can make that happen? Do you have any suggestions or ideas?

I think we can make that happen by raising awareness and advocating for change.

I think that's a good idea. Raising awareness and advocating for change can help influence the public opinion and the policy makers. Do you have any examples of how we can do that? Have you ever participated in any campaigns or movements that support conscious values?

I spent most of my life talking about the thread of life tying us all together.

That's very admirable. The thread of life is a beautiful metaphor for the interconnection and interdependence of all living beings. How do you talk about it? Do you write, speak, or teach about it? Who do you talk to and what do you hope to achieve?

## The history of TV commercials



The history of TV commercials is a fascinating story of how advertising evolved with the medium of television and influenced the culture and society of different times and places. Here is a brief overview of some of the major milestones and trends in the history of TV commercials:

- **1941:** The first-ever TV commercial was aired in the United States by **Bulova watch manufacturing company**, making it the first TV advertisement in the world. The ad was only 10 seconds long, cost between \$4 and \$9 to create, and was seen by about 4,000 people in New York.<sup>1</sup>
- **1950s-60s:** The golden age of TV advertising. This period saw the rise of creative and memorable commercials that used catchy jingles, humor, celebrities, animation, and storytelling to capture the attention and imagination of the viewers. Some of the iconic ads from this era include: "I'd Like to Buy the World a Coke", "The Marlboro Man", "You Deserve a Break Today", "Winston Tastes Good Like a Cigarette Should", and "A Diamond is Forever".<sup>2</sup>
- **1980s:** The rise of Super Bowl commercials. The Super Bowl became the most-watched TV event in the US, attracting millions of viewers and advertisers who competed to create the most spectacular, funny, or emotional ads for the big game. Some of the famous Super Bowl ads from this decade include: "1984" by Apple, "Where's the Beef?" by Wendy's, "Mean Joe Greene" by Coca-Cola, and "The Bud Bowl" by Budweiser.<sup>3</sup>
- **1994:** Enter online advertising. The first banner ad was launched on HotWired.com by AT&T, marking the beginning of internet advertising. The ad asked "Have you ever clicked your mouse right here? You will", and directed users to a website about various online destinations.<sup>4</sup>
- **2005:** The launch of YouTube. YouTube revolutionized online video sharing and consumption, creating new opportunities and challenges for advertisers who wanted to reach the growing audience of online video viewers. YouTube also enabled users to create and upload their own videos, some of which became viral sensations or user-generated ads.<sup>5</sup>

- **2007:** The first smartphone brings video to mobile. The iPhone was introduced by Apple, ushering in a new era of mobile devices that could access the internet, play videos, and run apps. Mobile advertising became a new frontier for advertisers who had to adapt to the smaller screens, shorter attention spans, and location-based features of mobile users.
- **2013-Present:** The boom of social media video. Social media platforms such as Facebook, Instagram, Twitter, Snapchat, and TikTok expanded their video capabilities, allowing users to watch, create, and share short-form or live videos with their friends and followers. Advertisers followed suit, creating engaging and interactive video ads that leveraged the social aspects of these platforms.
- **2020:** Video advertising today. Video advertising is now a dominant force in the advertising industry, accounting for more than half of all digital ad spending in the US. Video ads are becoming more diverse, personalized, data-driven, and immersive, using technologies such as artificial intelligence, augmented reality, virtual reality, and 5G.

These are some of the highlights of the history of TV commercials, but there are many more details and examples that could be explored. TV commercials have been a part of our lives for decades, influencing our culture, society, and economy in various ways. As technology and consumer behavior change, so will TV commercials.

<sup>1</sup>: <https://ibuzzle.com/television-advertising-history> <sup>2</sup>:

<https://www.qualitylogoproducts.com/promo-university/history-of-tv-ads.htm> <sup>3</sup>:

<https://www.businessinsider.com/the-best-super-bowl-commercials-of-all-time-2016-2> <sup>4</sup>: <https://www.wired.com/2000/10/at-t-banner-ad/> <sup>5</sup>:

<https://www.theguardian.com/technology/2015/feb/14/youtube-10-years-old-evolution-of-online-video> :

<https://www.forbes.com/sites/forbesagencycouncil/2018/03/28/how-the-rise-of-the-smartphone-changed-advertising/?sh=1f8a7b9a3e7c> :

<https://www.socialmediatoday.com/news/the-state-of-social-media-video-in-2020-infographic/583038/> : <https://www.emarketer.com/content/us-digital-video-ad-spending-will-surpass-tv-ad-spending-in-2020> :

<https://www.forbes.com/sites/forbesagencycouncil/2020/01/13/the-future-of-video-advertising-is-artificial-intelligence/?sh=3a9f6f2a5c9a>

## Some pros and cons of drug commercials

Some pros and cons of drug commercials are:



### Pros:

- Drug commercials can educate consumers about their treatment options, potential side effects, and the availability of new drugs for their conditions<sup>12</sup>.
- Drug commercials can raise awareness and destigmatize certain disorders, such as depression, erectile dysfunction, or irritable bowel syndrome, and encourage people to seek medical help<sup>12</sup>.
- Drug commercials can **improve adherence and health outcomes** by reminding consumers to take their medications as prescribed and informing them of the benefits of doing so<sup>34</sup>.

### Cons:

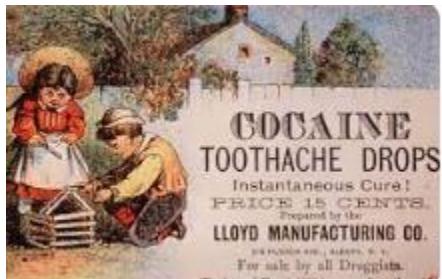
- Drug commercials can **mislead** consumers by exaggerating the benefits, minimizing the risks, or making unsubstantiated claims about the drugs<sup>13</sup>.
- Drug commercials can **interfere** with the doctor-patient relationship by creating unrealistic expectations, increasing demand for expensive or unnecessary drugs, or pressuring physicians to prescribe certain drugs<sup>13</sup>.
- Drug commercials can **increase costs** for consumers, insurers, and health care systems by driving up drug prices, promoting brand-name drugs over generics, or inducing overuse or misuse of drugs<sup>13</sup>.

<sup>1</sup>: <https://www.health.harvard.edu/blog/harvard-health-ad-watch-what-you-should-know-about-direct-to-consumer-ads-2019092017848> <sup>3</sup>:

<https://www.forbes.com/sites/reenitadas/2019/05/14/direct-to-consumer-drug-ads-are-they-doing-more-harm-than-good/> <sup>2</sup>: <https://rxcomms.com/newsletter/pros-and-cons-of-direct-to-consumer-advertising/> <sup>4</sup>:

<https://knowledge.wharton.upenn.edu/article/prescription-drug-ads/>

## How did the drug companies take over in the early 1900's



That's an interesting question. There is no definitive answer to how drug companies took over in the early 1900s, but some possible factors are:

- The development of new drugs and technologies that increased the demand and supply of pharmaceutical products. For example, \*\*aspirin\*\* was introduced in 1899 by Bayer Company of Germany and became widely popular for its pain-relieving and anti-inflammatory effects<sup>1</sup>. \*\*Heroin\*\* was also introduced in 1898 by Bayer as a non-addictive substitute for morphine, but soon proved to be highly addictive and harmful<sup>3</sup>.
- The involvement of drug companies in military and medical research during World War I and World War II, which gave them access to government funding, contracts and markets. For example, Pfizer supplied the Union army with painkillers and antiseptics during the American Civil War, and later expanded its production of penicillin during World War II<sup>1</sup>. Merck also supplied the US army with drugs such as morphine, cocaine and atropine during World War I<sup>1</sup>.
- The emergence of a black market for illicit drugs, which created competition and incentives for drug companies to produce more potent and profitable substances. For example, amphetamines were first synthesized in 1887 and became popular in the 1920s and 1930s as a treatment for various conditions, but also as a recreational drug for truck drivers, athletes and students<sup>2</sup>. The practice of injecting amphetamines increased in the 1950s and 1960s, leading to the rise of underground labs and trafficking groups<sup>2</sup>.
- The lack of effective regulation and oversight of the drug industry, which allowed drug companies to market their products with little or no evidence of safety or efficacy. For example, until the 1906 Pure Food and Drug Act, drug companies could sell unregulated \"tonics\" containing ingredients such as cocaine and opium<sup>2</sup>. Even after the act, drug companies could still make false or

misleading claims about their products until the 1938 Food, Drug, and Cosmetic Act<sup>1</sup>.

These are some of the possible factors that contributed to the rise of drug companies in the early 1900s. However, this is not a comprehensive or definitive answer, and there may be other historical, social, economic or political factors that influenced the development of the pharmaceutical industry. I hope this helps you with your inquiry. ☺

<sup>1</sup>: [https://pharmaphorum.com/r-d/a\\_history\\_of\\_the\\_pharmaceutical\\_industry](https://pharmaphorum.com/r-d/a_history_of_the_pharmaceutical_industry)

<sup>2</sup>:

<https://www.pbs.org/wgbh/pages/frontline/shows/drugs/buyers/socialhistory.html>

<sup>3</sup>:

[http://www.goodmedicinebadbehavior.org/explore/history\\_of\\_prescription\\_drugs.html](http://www.goodmedicinebadbehavior.org/explore/history_of_prescription_drugs.html)

Source: Conversation with Bing, 7/15/2023

(1) A history of the pharmaceutical industry | pharmaphorum.

[https://pharmaphorum.com/r-d/a\\_history\\_of\\_the\\_pharmaceutical\\_industry](https://pharmaphorum.com/r-d/a_history_of_the_pharmaceutical_industry).

(2) Good Medicine, Bad Behavior: Drug Diversion in America.

[http://www.goodmedicinebadbehavior.org/explore/history\\_of\\_prescription\\_drugs.html](http://www.goodmedicinebadbehavior.org/explore/history_of_prescription_drugs.html).

(3) A Social History Of America's Most Popular Drugs - PBS.

<https://www.pbs.org/wgbh/pages/frontline/shows/drugs/buyers/socialhistory.html>.

## Drugs have side effects



Drugs have side effects because they are not perfect. They are designed to target a specific problem in the body, but they may also affect other parts of the body that are not related to the problem. This can cause unwanted or harmful effects, which are called side effects.

Some of the reasons why drugs have side effects are:

- The body is very complex and has many different systems and functions that interact with each other. Drugs may interfere with these interactions and cause imbalances or disruptions in the body. For example, blood thinners may prevent blood clots that can cause heart attacks or strokes, but they may also increase the risk of bleeding or bruising<sup>1</sup>.
- The body is very diverse and each person is unique. Drugs may work differently for different people depending on their age, gender, genetics, metabolism, allergies, other health conditions, or other drugs or supplements they are taking. For example, some people may be more sensitive or resistant to a drug than others and experience more or less side effects<sup>2</sup>.
- The drug is not specific enough and affects other targets that are similar to the intended target. Drugs may bind to or block other receptors or enzymes that have similar structures or functions to the ones they are supposed to affect. This can cause unintended effects on other organs or systems in the body. For example, some antidepressants may affect serotonin receptors in the brain that regulate mood, but they may also affect serotonin receptors in the gut that regulate digestion and cause nausea or diarrhea<sup>3</sup>.
- The drug is not stable enough and breaks down into harmful substances in the body. Drugs may degrade over time or under certain conditions, such as heat, light, moisture, or acidity. This can produce toxic byproducts that can damage the

cells or tissues in the body. For example, some drugs may form reactive oxygen species (ROS) that can cause oxidative stress and inflammation in the body<sup>4</sup>.

These are some of the possible explanations for why drugs have side effects. However, this is not a comprehensive or definitive answer, and there may be other factors or mechanisms that influence how drugs affect the body. I hope this helps you with your inquiry. ☺

<sup>1</sup>: <https://www.bhf.org.uk/informationsupport/heart-matters-magazine/medical/drug-cabinet/medication-side-effects-tips>

<sup>2</sup>: <https://www.fda.gov/drugs/information-consumers-and-patients-drugs/finding-and-learning-about-side-effects-adverse-reactions>

<sup>3</sup>: <https://i-base.info/guides/side/what-are-side-effects>

<sup>4</sup>: <https://www.physicsforums.com/threads/why-all-medicines-have-side-effects.439112/>

Source: Conversation with Bing, 7/15/2023

(1) Finding and Learning about Side Effects (adverse reactions).

<https://www.fda.gov/drugs/information-consumers-and-patients-drugs/finding-and-learning-about-side-effects-adverse-reactions>.

(2) Drug and Medication Side Effects - Verywell Health.

<https://www.verywellhealth.com/side-effects-what-you-need-to-know-1124116>.

(3) What are side effects and why do they occur? | Guides - i-Base. <https://i-base.info/guides/side/what-are-side-effects>.

(4) Medication side effects: how to deal with them - BHF.

<https://www.bhf.org.uk/informationsupport/heart-matters-magazine/medical/drug-cabinet/medication-side-effects-tips>.

(5) Why all medicines have side effects? - Physics Forums.

<https://www.physicsforums.com/threads/why-all-medicines-have-side-effects.439112/>.

## History of pharmacy before 1900s



Before the takeover of drug companies in the early 1900s, pharmacy was mainly practiced by **\*\*apothecaries\*\*** and **\*\*pharmacists\*\*** who prepared and dispensed medicines from natural sources, such as plants, minerals and animals. They often worked alongside **\*\*physicians\*\*** and **\*\*priests\*\*** who prescribed and administered treatments. Pharmacy was not a distinct or regulated profession, but rather a part of medicine and folk knowledge.

Some of the features of pharmacy before the 1900s are:

- Pharmacy had its roots in ancient civilizations, such as Mesopotamia, Egypt, Greece, Rome, China and India, where various cultures used medicinal plants and substances to heal diseases and injuries. Some of the earliest known manuals on *materia medica* (the study of drugs) were written by Sumerians, Egyptians, Greeks and Chinese<sup>1</sup>.
- Pharmacy was influenced by the trade and exploration of new lands, which brought new plants and substances to Europe and America. For example, coca from South America was used to make cocaine, which was first isolated in 1859 by German chemist Albert Niemann<sup>2</sup>. Coca was also used to make coca wine, which was popularized by French chemist Angelo Mariani in 1863<sup>2</sup>.
- Pharmacy was also influenced by the scientific and industrial revolutions, which led to the discovery and synthesis of new drugs and technologies. For example, aspirin was synthesized in 1897 by German chemist Felix Hoffmann at Bayer Company<sup>1</sup>. Heroin was also synthesized in 1898 by another Bayer chemist, Heinrich Dreser<sup>1</sup>. Both drugs were initially marketed as safe and effective remedies for various conditions.

- Pharmacy was practiced by different types of practitioners, such as apothecaries, pharmacists, druggists, chemists and herbalists. They often operated in shops or laboratories where they prepared and sold medicines. Some of them also provided other services, such as bloodletting, leeching, cupping and surgery<sup>3</sup>. They usually learned their skills through apprenticeship or self-study.
- Pharmacy was not well regulated or standardized before the 1900s. There were no formal education or licensing requirements for pharmacists or apothecaries. There were also no clear laws or guidelines for the quality or safety of medicines. Many medicines were adulterated, mislabeled or ineffective. Some medicines were also harmful or addictive, such as opium, morphine, cocaine and heroin<sup>3</sup>.

These are some of the aspects of pharmacy before the 1900s. However, this is not a comprehensive or definitive answer, and there may be other historical, social, economic or political factors that influenced the development of pharmacy. I hope this helps you with your inquiry. ☺

<sup>1</sup>: [https://en.wikipedia.org/wiki/History\\_of\\_pharmacy](https://en.wikipedia.org/wiki/History_of_pharmacy)

<sup>2</sup>:

<https://www.pbs.org/wgbh/pages/frontline/shows/drugs/buyers/socialhistory.html>

<sup>3</sup>: <https://spacedoutscientist.com/2017/03/10/the-history-of-pharmacy-and-medication/>

Source: Conversation with Bing, 7/15/2023

(1) History of pharmacy - Wikipedia.

[https://en.wikipedia.org/wiki/History\\_of\\_pharmacy](https://en.wikipedia.org/wiki/History_of_pharmacy).

(2) History of pharmacy in the United States - Wikipedia.

[https://en.wikipedia.org/wiki/History\\_of\\_pharmacy\\_in\\_the\\_United\\_States](https://en.wikipedia.org/wiki/History_of_pharmacy_in_the_United_States).

(3) The history of pharmacy and medication - The spaced-out scientist.

<https://spacedoutscientist.com/2017/03/10/the-history-of-pharmacy-and-medication/>.

(4) The History and Evolution of Community Pharmacies in the U.S ... - GoodRx.

<https://www.goodrx.com/hcp/pharmacists/history-of-community-pharmacy-in-us>.

## The top 10 pharmaceutical products



That's an interesting question. According to Statista, the top 10 pharmaceutical products by sales worldwide in 2022 were:

Product name (Company)	Sales in billion U.S. dollars
-----   -----	
Comirnaty (BioNTech/Pfizer)	36.2
Spikevax (Moderna)	33.4
Humira (AbbVie)	18.3
Keytruda (Merck & Co.)	17.9
Paxlovid (Pfizer)	16.8
Eliquis (BMS)	15.8
Biktarvy (Gilead)	12.1
Eylea (Bayer/Regeneron)	11.9
Stelara (Janssen Biotech)	11.5
Revlimid (BMS)	10.9

However, if you are asking about the most advertised drugs on U.S. TV, then the list is different. Based on Nielsen data, the top three most advertised drugs on U.S. TV in 2022 based on ad spend were **Rinvoq**, **Dupixent**, and **Skyrizi**. Rinvoq led the pack with more than **315.8 million U.S. dollars** in TV ad expenditures that year, while Dupixent and Skyrizi spent **305.9** and **174.4 million**, respectively. Other drugs that made the top 10 list of most-advertised brand-name drugs on U.S. TV in 2022 were Eliquis, Humira, Keytruda, Lyrica, Ozempic, Trulicity, and Xeljanz.

I hope this answers your question.

## Why do drug commercials have people seem their lives are so happy



That's an interesting question. There are different possible reasons why drug commercials have people who seem to be happy. One reason is that they want to show the **\*\*benefits\*\*** of their products and how they can improve the quality of life of people who suffer from certain conditions<sup>2</sup>. Another reason is that they want to **\*\*attract\*\*** the attention of potential customers and persuade them to ask their doctors about the drugs<sup>3</sup>. A third reason is that they want to **\*\*avoid\*\*** showing the negative side effects or risks of their drugs, which might discourage people from buying them<sup>45</sup>. Drug commercials are a form of **\*\*advertising\*\***, and they use various techniques to influence the emotions and behaviors of the viewers.

Source: Conversation with Bing, 7/15/2023

(1) Why are people in drug commercials always so happy? - Quora.

<https://www.quora.com/Why-are-people-in-drug-commercials-always-so-happy>.

(2) We're Being Bombarded by Ads for Drugs | Psychology Today.

<https://www.psychologytoday.com/us/blog/animal-emotions/201910/were-being-bombarded-ads-drugs>.

(3) Harvard Health Ad Watch: How direct-to-consumer ads hook us.

<https://www.health.harvard.edu/blog/harvard-health-ad-watch-what-you-should-know-about-direct-to-consumer-ads-2019092017848>.

(4) Why is the U.S. Still Allowing Pharmaceutical Ads? - Peacefield.

<https://newsletters.theatlantic.com/peacefield/61f4c3849d9e380022bdaeb9/big-pharma-tv-drug-ads-legal/>.

(5) REXULTI TV Spot, 'Put on a Brave Face' - iSpot.tv.  
[https://www.ispot.tv/ad/A0qE/rexulti-put-on-a-brave-face.](https://www.ispot.tv/ad/A0qE/rexulti-put-on-a-brave-face)

Some famous drug commercials on TV are



- **Rinvoq**, a prescription medicine for rheumatoid arthritis, psoriatic arthritis and atopic dermatitis. It was the most advertised drug on U.S. TV in 2022, with more than 315.8 million U.S. dollars in TV ad expenditures<sup>2</sup>.
- **Dupixent**, a prescription medicine for moderate-to-severe atopic dermatitis, asthma and chronic rhinosinusitis with nasal polyps. It was the second most advertised drug on U.S. TV in 2022, with 305.9 million U.S. dollars in TV ad expenditures<sup>2</sup>.
- **Skyrizi**, a prescription medicine for moderate-to-severe plaque psoriasis. It was the third most advertised drug on U.S. TV in 2022, with 174.4 million U.S. dollars in TV ad expenditures<sup>2</sup>.
- **Humira**, a prescription medicine for rheumatoid arthritis, psoriatic arthritis, ankylosing spondylitis, Crohn's disease, ulcerative colitis, plaque psoriasis, hidradenitis suppurativa and uveitis. It was the top-spending pharmaceutical brand for TV commercials in November 2019, with 37.6 million U.S. dollars<sup>4</sup>.
- **VRAYLAR**, a prescription medicine for bipolar I disorder and schizophrenia. It was one of the featured TV advertisers during the Super Bowl 2023, with a spot featuring Nick Jonas and a song by Tuxx<sup>1</sup>.

These are some examples of famous drug commercials on TV, but there are many more. You can browse more pharmaceutical and medical TV commercials on iSpot.tv<sup>1</sup>.

Source: Conversation with Bing, 7/14/2023

(1) Most advertised drugs on U.S. TV 2022 | Statista.

<https://www.statista.com/statistics/639356/tv-advertise-drugs-usa/>.

(2) These pharmaceutical companies are the top five biggest spenders on TV ....

<https://www.foxbusiness.com/money/which-pharma-brand-spends-the-most-on-tv>.

(3) Browse Pharmaceutical & Medical TV Commercials & TV Ads.

<https://www.ispot.tv/browse/7k/pharmaceutical-and-medical>.

(4) Are Prescription Drug Ads on TV Driving You Crazy?.

<https://www.peoplespharmacy.com/articles/are-prescription-drug-ads-on-tv-driving-you-crazy>.

Rinvoq can cause side effects



Rinvoq can cause some side effects, ranging from mild to serious. Some of the side effects of Rinvoq are:

- **Nausea**, which is a feeling of sickness or discomfort in the stomach. This is a common side effect that may go away with time or with anti-nausea medications<sup>23</sup>.
- **Cough**, which is a sudden expulsion of air from the lungs. This is a common side effect that may be caused by upper respiratory tract infections, such as the common cold<sup>23</sup>.
- **Fever**, which is a rise in body temperature above the normal range. This is a common side effect that may indicate an infection or inflammation in the body<sup>23</sup>.
- **Upper respiratory tract infections**, such as the common cold, tonsillitis, or sinusitis. These are infections that affect the nose, throat, or sinuses. They are common side effects that may cause symptoms such as cough, sore throat, runny nose, or congestion<sup>23</sup>.

- **\*\*Serious infections\*\***, such as tuberculosis, pneumonia, or fungal infections. These are infections that can affect different parts of the body and can be life-threatening if not treated promptly. They are rare but serious side effects that may require hospitalization or discontinuation of Rinvoq<sup>13</sup>.
- **\*\*Cancer\*\***, such as lymphoma, lung cancer, or skin cancer. These are abnormal growths of cells that can invade and damage other tissues and organs. They are rare but serious side effects that may increase with long-term use of Rinvoq or in combination with other immunosuppressive drugs<sup>13</sup>.
- **\*\*Blood clots\*\***, such as deep vein thrombosis (DVT), pulmonary embolism (PE), or arterial thrombosis. These are clumps of blood that can block the flow of blood in the veins or arteries and cause serious complications such as stroke, heart attack, or death. They are rare but serious side effects that may occur more often in people who have risk factors such as smoking, obesity, or history of blood clots<sup>13</sup>.

These are not all the possible side effects of Rinvoq. For more information, please talk to your doctor or pharmacist, or visit the FDA website. If you experience any serious or bothersome side effects while taking Rinvoq, call your doctor right away or seek emergency medical attention.

Source: Conversation with Bing, 7/14/2023

(1) Rinvoq Side Effects: Common, Severe, Long Term - Drugs.com.  
<https://www.drugs.com/sfx/rinvoq-side-effects.html>.

(2) Rinvoq Side Effects: What They Are and How to Manage Them - Healthline.  
<https://www.healthline.com/health/drugs/rinvoq-side-effects>.

(3) . <https://bing.com/search?q=side+effects+of+Rinvoq>.

(4) Rinvoq: Side Effects, Dosage, Uses, Cost, and More - Healthline.  
<https://www.healthline.com/health/drugs/rinvoq>.

Dupixent can cause some side effects



Dupixent can cause some side effects, ranging from mild to serious. Some of the side effects of Dupixent are:

- **\*\*Injection site reactions\*\***, such as redness, swelling, itching, or pain at the site where you inject the drug. This is a common and mild side effect that usually goes away within a few days<sup>23</sup>.
- **\*\*Eye problems\*\***, such as conjunctivitis (pink eye), blepharitis (eyelid inflammation), keratitis (corneal inflammation), or dry eye. These are common and mild side effects that may cause symptoms such as redness, itching, burning, or discharge in the eyes<sup>23</sup>. In rare cases, Dupixent may cause a serious eye problem called corneal ulcer, which is a sore on the surface of the eye that can lead to vision loss<sup>2</sup>.
- **\*\*Oral herpes\*\***, which is an infection caused by the herpes simplex virus that can cause cold sores or blisters around the mouth. This is a common and mild side effect that can be treated with antiviral medications<sup>2</sup>.
- **\*\*Eosinophilia\*\***, which is an increase in the number of eosinophils, a type of white blood cell that fights infections and allergies. This is a common and mild side effect that usually does not cause any symptoms, but may be detected by blood tests<sup>23</sup>.
- **\*\*Serious allergic reaction\*\***, which is a rare but serious side effect that can cause symptoms such as rash, hives, swelling of the face, lips, tongue, or throat,

difficulty breathing, or low blood pressure. This can be life-threatening and requires immediate medical attention<sup>23</sup>.

- **\*\*Vasculitis\*\***, which is a rare but serious side effect that can cause inflammation and damage to the blood vessels. This can happen if you have asthma and stop or reduce your use of steroid medications while taking Dupixent. This can cause symptoms such as fever, rash, joint pain, or kidney problems<sup>2</sup>.

These are not all the possible side effects of Dupixent. For more information, please talk to your doctor or pharmacist, or visit the FDA website. If you experience any serious or bothersome side effects while taking Dupixent, call your doctor right away or seek emergency medical attention.

Source: Conversation with Bing, 7/14/2023

(1) Dupixent Side Effects: Common, Severe, Long Term - Drugs.com.  
<https://www.drugs.com/sfx/dupixent-side-effects.html>.

(2) Dupixent Side Effects: What They Are and How to Manage Them - Healthline.  
<https://www.healthline.com/health/drugs/dupixent-side-effects>.

(3) Dupixent: Dosage, side effects, uses, and more.  
<https://www.medicalnewstoday.com/articles/326617.php>.

(4) Dupixent (Dupilumab): Side Effects, Cost, and More - Healthline.  
<https://www.healthline.com/health/drugs/dupixent>.

Skyrizi can cause some side effects



Skyrizi can cause some side effects, ranging from mild to serious. Some of the side effects of Skyrizi are:

- **Upper respiratory infections**, such as the common cold, sinusitis, or pharyngitis. These are infections that affect the nose, throat, or sinuses. They are common and mild side effects that may cause symptoms such as runny nose, sore throat, or cough<sup>123</sup>.
- **Headache**, which is a pain or discomfort in the head or neck. This is a common and mild side effect that may be caused by various factors such as stress, dehydration, or lack of sleep<sup>123</sup>.
- **Fatigue**, which is a feeling of tiredness or lack of energy. This is a common and mild side effect that may affect your ability to perform daily activities or exercise<sup>123</sup>.
- **Injection site reactions**, such as bruising, redness, swelling, itching, pain, or warmth at the site where you inject the drug. This is a common and mild side effect that usually goes away within a few days<sup>123</sup>.
- **Fungal infections**, such as athlete's foot, ringworm, or tinea versicolor. These are infections that affect the skin or nails and are caused by fungi. They are common and mild side effects that may cause symptoms such as rash, itching, scaling, or discoloration of the skin<sup>123</sup>.

- **\*\*Serious allergic reaction\*\***, which is a rare but serious side effect that can cause symptoms such as rash, hives, swelling of the face, lips, tongue, or throat, difficulty breathing, or low blood pressure. This can be life-threatening and requires immediate medical attention<sup>123</sup>.
- **\*\*Serious infection\*\***, which is a rare but serious side effect that can affect different parts of the body and can be caused by bacteria, viruses, or fungi. This can cause symptoms such as fever, chills, cough, shortness of breath, or pain. This can be life-threatening and requires prompt treatment with antibiotics or antivirals<sup>12</sup>.

These are not all the possible side effects of Skyrizi. For more information, please talk to your doctor or pharmacist, or visit the FDA website. If you experience any serious or bothersome side effects while taking Skyrizi, call your doctor right away or seek emergency medical attention.

Source: Conversation with Bing, 7/14/2023

(1) Skyrizi (risankizumab) Medication Guide. <https://www.drugs.com/skyrizi.html>.

(2) Skyrizi Side Effects: What They Are and How to Manage Them - Healthline. <https://www.healthline.com/health/drugs/skyrizi-side-effects>.

(3) Skyrizi Side Effects: Common, Severe, Long Term - Drugs.com. <https://www.drugs.com/sfx/skyrizi-side-effects.html>.

(4) SKYRIZI® (risankizumab-rzaa) Side Effects. <https://www.skyrizi.com/crohns/about-skyrizi/side-effects>.

Humira can cause some side effects



Humira can cause some side effects, ranging from mild to serious. Some of the side effects of Humira are:

- **Injection site reactions**, such as redness, swelling, itching, pain, or bruising at the site where you inject the drug. This is a common and mild side effect that usually goes away within a few days<sup>123</sup>.
- **Infections**, such as upper respiratory infections (such as the common cold), urinary tract infections, sinusitis, or fungal infections. These are infections that affect different parts of the body and are caused by bacteria, viruses, or fungi. They are common and mild side effects that may cause symptoms such as fever, cough, sore throat, or burning sensation when urinating<sup>123</sup>. In rare cases, Humira may cause serious infections such as tuberculosis, sepsis, or hepatitis B reactivation, which can be life-threatening and require hospitalization or discontinuation of Humira<sup>12</sup>.
- **Headache**, which is a pain or discomfort in the head or neck. This is a common and mild side effect that may be caused by various factors such as stress, dehydration, or lack of sleep<sup>123</sup>.
- **Rash**, which is a change in the color or texture of the skin. This is a common and mild side effect that may cause symptoms such as itching, redness, scaling, or blisters<sup>123</sup>. In rare cases, Humira may cause a serious rash called Stevens-Johnson

syndrome or toxic epidermal necrolysis, which can cause severe skin damage and peeling<sup>12</sup>.

- **\*\*Cancer\*\***, such as lymphoma, leukemia, skin cancer, or cervical cancer. These are abnormal growths of cells that can invade and damage other tissues and organs. They are rare but serious side effects that may increase with long-term use of Humira or in combination with other immunosuppressive drugs<sup>123</sup>.
- **\*\*Heart failure\*\***, which is a condition where the heart cannot pump enough blood to meet the body's needs. This is a rare but serious side effect that may cause symptoms such as shortness of breath, swelling of the legs or feet, fatigue, or chest pain<sup>12</sup>.
- **\*\*Lupus-like syndrome\*\***, which is a condition where the immune system attacks healthy tissues and organs. This is a rare but serious side effect that may cause symptoms such as rash, joint pain, muscle pain, fever, or chest pain<sup>12</sup>.
- **\*\*Nervous system problems\*\***, such as multiple sclerosis, Guillain-Barre syndrome, optic neuritis, or seizures. These are conditions that affect the brain, spinal cord, nerves, or eyes. They are rare but serious side effects that may cause symptoms such as numbness, tingling, weakness, vision changes, or loss of consciousness<sup>12</sup>.
- **\*\*Decreases in certain types of blood cells\*\***, such as red blood cells (anemia), white blood cells (neutropenia), or platelets (thrombocytopenia). These are cells that carry oxygen, fight infections, or help with blood clotting. They are rare but serious side effects that may cause symptoms such as fatigue, pale skin, infections, bruising, or bleeding<sup>12</sup>.

These are not all the possible side effects of Humira. For more information, please talk to your doctor or pharmacist, or visit the FDA website. If you experience any serious or bothersome side effects while taking Humira, call your doctor right away or seek emergency medical attention.

Source: Conversation with Bing, 7/14/2023

- (1) . <https://bing.com/search?q=Humira+side+effects>.
- (2) Humira Side Effects: Common, Severe, Long Term - Drugs.com.  
<https://www.drugs.com/sfx/humira-side-effects.html>.
- (3) Humira side effects: Common, mild, and serious - Medical News Today.  
<https://www.medicalnewstoday.com/articles/drugs-humira-side-effects>.
- (4) Humira Injection: Side Effects and What to Do About Them - Healthline.  
<https://www.healthline.com/health/drugs/humira-side-effects>.

VRAYLAR can cause some side effects



VRAYLAR can cause some side effects, ranging from mild to serious. Some of the side effects of VRAYLAR are:

- **\*\*Weight gain\*\***, which is an increase in body weight that may affect your health or self-esteem. This is a common and mild side effect that may occur with long-term use of VRAYLAR<sup>123</sup>.
- **\*\*Akathisia\*\***, which is a feeling of restlessness and an urge to move around. This is a common and mild side effect that may cause discomfort or anxiety<sup>123</sup>.
- **\*\*Drowsiness\*\***, which is a feeling of sleepiness or reduced alertness. This is a common and mild side effect that may affect your ability to drive, operate machinery, or perform other tasks that require attention<sup>123</sup>.
- **\*\*Nausea\*\***, which is a feeling of sickness or discomfort in the stomach. This is a common and mild side effect that may go away with time or with anti-nausea medications<sup>123</sup>.
- **\*\*Headache\*\***, which is a pain or discomfort in the head or neck. This is a common and mild side effect that may be caused by various factors such as stress, dehydration, or lack of sleep<sup>123</sup>.
- **\*\*Suicidal thoughts and behaviors in children and young adults\*\***, which are thoughts or actions of harming oneself or ending one's life. This is a rare but serious side effect that may occur in people who have depression or other mental health conditions. VRAYLAR is not approved for use in people younger than 18

years old<sup>12</sup>. If you or someone you know has suicidal thoughts or behaviors while taking VRAYLAR, call 911 or go to the nearest emergency room right away.

- \*\*Increased risk of death in older adults with psychosis due to dementia\*\*<sup>12</sup>, which is a loss of mental abilities that affects memory, thinking, and behavior. This is a rare but serious side effect that may occur in people who have dementia-related psychosis, a condition where they have false beliefs or see or hear things that are not there. VRAYLAR is not approved for use in people with dementia-related psychosis<sup>12</sup>.
- \*\*Tardive dyskinesia\*\*<sup>12</sup>, which is a condition where you have uncontrolled movements of your face, tongue, mouth, arms, legs, or trunk. This is a rare but serious side effect that may be permanent or worsen over time<sup>12</sup>. If you notice any abnormal movements while taking VRAYLAR, tell your doctor right away.
- \*\*Neuroleptic malignant syndrome\*\*<sup>12</sup>, which is a rare but serious side effect that can cause high fever, muscle stiffness, confusion, fast heartbeat, sweating, or changes in blood pressure. This can be life-threatening and requires immediate medical attention<sup>12</sup>. If you have any of these symptoms while taking VRAYLAR, stop taking the drug and call 911 or go to the nearest emergency room right away.

These are not all the possible side effects of VRAYLAR. For more information, please talk to your doctor or pharmacist, or visit the FDA website. If you experience any serious or bothersome side effects while taking VRAYLAR, call your doctor right away or seek emergency medical attention.

Source: Conversation with Bing, 7/14/2023

- (1) . <https://bing.com/search?q=VRAYLAR+side+effects>.
- (2) Vraylor Side Effects: Common, Severe, Long Term - Drugs.com.  
<https://www.drugs.com/sfx/vraylor-side-effects.html>.
- (3) Vraylor: Uses, Dosage, Side Effects & Warnings - Drugs.com.  
<https://www.drugs.com/vraylor.html>.

(4) Vraylor: Side Effects and What to Do About Them - Healthline.  
[https://www.healthline.com/health/drugs/vraylor-side-effects.](https://www.healthline.com/health/drugs/vraylor-side-effects)

## Why do people think I don't have to change my life style taking a drug



I don't know why people think that way. Taking a drug is not a substitute for changing your lifestyle if you have a health condition that can be improved by doing so. For example, if you have high blood pressure, taking a drug may lower your blood pressure, but it may not address the underlying causes of your condition, such as obesity, stress, smoking, or lack of exercise. Changing your lifestyle may help you reduce your risk of complications, such as heart disease, stroke, or kidney damage, and may also help you reduce the dose or number of drugs you need to take. Therefore, it is important to follow your healthcare provider's advice on how to change your lifestyle in addition to taking your prescribed drugs. ☺

yet most people don't do this. They expect the doctor or drug to do all the work for them.

I understand your frustration. Changing your lifestyle can be challenging and may require a lot of motivation, support, and guidance. Some people may not be aware of the benefits of lifestyle changes, or they may face barriers or difficulties in making them. Some people may also have misconceptions or unrealistic expectations about the effects of drugs, or they may not trust their healthcare provider's recommendations. These are some of the possible reasons why some people don't change their lifestyle when taking a drug. However, this is not an excuse for ignoring your health and well-being. I encourage you to be proactive and responsible for your own health and to seek help from your healthcare provider or other resources if you need assistance in changing your lifestyle. ☺

I totally agree with you. I have been practicing preventive medicine for 50+ years, Yet the majority of people don't want to change. What is the psychological reason for that.

People may think that they don't have to change their lifestyle when taking a drug because of various psychological reasons, such as:

- They are motivated by negative emotions, such as fear, guilt, shame, or anger, that prevent them from making positive changes. For example, they may fear failure, rejection, or loss of control if they try to change their habits<sup>1</sup>.
- They are trapped by thinking fallacies, such as denial, rationalization, or confirmation bias, that distort their perception of reality and justify their behavior. For example, they may deny the severity of their condition, rationalize their unhealthy choices, or seek information that supports their beliefs and ignore information that challenges them<sup>1</sup>.
- They try to eat the entire elephant, meaning that they set unrealistic or overwhelming goals that are too hard to achieve or maintain. For example, they may try to change everything at once, without breaking down their goals into smaller and more manageable steps<sup>1</sup>.
- They neglect the toolbox, meaning that they lack the skills, resources, or support to make effective changes. For example, they may not know how to cope with stress, cravings, or temptations, or they may not have access to professional help, social support, or healthy alternatives<sup>1</sup>.
- They underestimate the process, meaning that they do not appreciate the complexity and difficulty of changing their lifestyle. For example, they may expect quick and easy results, without considering the challenges and setbacks that may occur along the way<sup>1</sup>.
- They forget that failure is usually a given, meaning that they do not accept that making mistakes is part of the learning process. For example, they may view failure as a sign of weakness or incompetence, rather than as an opportunity for feedback and improvement<sup>1</sup>.
- They don't make a commitment, meaning that they do not have a clear and strong intention to change their lifestyle. For example, they may lack motivation, confidence, or willpower to stick to their plan and overcome obstacles<sup>1</sup>.

These are some of the possible psychological reasons why people don't change their lifestyle when taking a drug. However, this is not a comprehensive or definitive answer, and there may be other factors or influences that affect people's behavior and choices. I hope this helps you with your inquiry. 😊

<sup>1</sup>: <https://www.psychologytoday.com/us/blog/neuronarrative/201707/8-reasons-why-its-so-hard-really-change-your-behavior>

Source: Conversation with Bing, 7/15/2023

(1) 8 Reasons Why It's so Hard to Really Change Your Behavior.

<https://www.psychologytoday.com/us/blog/neuronarrative/201707/8-reasons-why-its-so-hard-really-change-your-behavior>.

(2) To Change or Not To Change | Psychology Today.

<https://www.psychologytoday.com/us/blog/naked-truth/201407/change-or-not-change>.

(3) Why Many People Stubbornly Refuse to Change Their Minds.

<https://www.psychologytoday.com/us/blog/think-well/201812/why-many-people-stubbornly-refuse-change-their-minds>.

(4) What to Know About How to Deal With Change - WebMD.

<https://www.webmd.com/mental-health/what-to-know-about-how-to-deal-with-change>.

(5) Can People Change? A Look at What's Realistic - Healthline.

<https://www.healthline.com/health/do-people-change>.

What are some strategies for overcoming psychological barriers to lifestyle changes?

Some possible strategies for overcoming psychological barriers to lifestyle changes are:

- Emotional management. Learn to cope with negative emotions, such as fear, guilt, shame, or anger, that may prevent you from making positive changes. For example, you can practice relaxation techniques, mindfulness, positive affirmations, or seek professional help if needed<sup>1</sup>.
- Having a purpose. Identify your reasons and motivations for changing your lifestyle and how it will benefit you and others. For example, you can write down your goals and values, visualize your desired outcomes, or find a role model or mentor who inspires you<sup>1</sup>.
- Rising above conformity. Resist the pressure or influence of others who may discourage you from changing your lifestyle or who may tempt you to revert to your old habits. For example, you can assert your boundaries, seek support from like-minded people, or avoid situations that may trigger your unwanted behavior<sup>1</sup>.
- Renewing yourself. Recognize that change is a process that requires time, effort, and patience. For example, you can celebrate your progress, reward yourself for your achievements, or learn from your setbacks and mistakes<sup>1</sup>.
- Walking your talk. Align your actions with your intentions and beliefs and be consistent and persistent in pursuing your goals. For example, you can create a plan of action, monitor your behavior, or enlist an accountability partner who can help you stay on track<sup>1</sup>.
- Remaining curious. Be open to new information, perspectives, and experiences that may challenge your assumptions or beliefs and help you grow and improve. For example, you can read books, watch documentaries, attend workshops, or try new activities that may expand your knowledge and skills<sup>1</sup>.
- Doubt as motivation. Use your self-doubt or fear of failure as a source of motivation and determination to prove yourself wrong and overcome your obstacles. For example, you can reframe your negative thoughts into positive ones, focus on your strengths and abilities, or seek feedback and advice from others who have achieved what you want to achieve<sup>1</sup>.

These are some of the possible strategies for overcoming psychological barriers to lifestyle changes. However, this is not a comprehensive or definitive answer, and there may be other strategies or methods that work better for you depending on your situation and preferences. I hope this helps you with your inquiry. 😊

<sup>1</sup>: <https://www.entrepreneur.com/article/248686>

Source: Conversation with Bing, 7/15/2023

(1) 7 Essentials for Overcoming Mental Barriers to ... - Entrepreneur.

<https://www.entrepreneur.com/leadership/7-essentials-for-overcoming-mental-barriers-to-exceptional/248686>.

## How to Balance Your Mind, Body, and Soul



That's a great question. There are many ways to achieve harmony between your mind, body and soul, depending on your preferences and beliefs. Here are some general tips that might help you:

- **Practice yoga, meditation and spirituality**. These practices can help you connect with your inner self, calm your mind, and strengthen your body. They can also enhance your awareness, intention, and reflection<sup>1</sup>.
- **Switch to a natural lifestyle**. Avoid processed foods, chemicals, and toxins that can harm your health and well-being. Choose organic, whole foods, natural remedies, and eco-friendly products that nourish your body and soul<sup>1</sup>.
- **Cultivate self-awareness and be non-judgmental**. Learn to listen to your body's signals, emotions, and thoughts. Be mindful of how you feel and what you want. Don't judge yourself or others harshly, but accept yourself and others as they are<sup>1</sup>.
- **Switch to Ayurveda lifestyle and diet**. Ayurveda is an ancient system of medicine that balances the mind, body, and soul through personalized diet, herbs, massage, and lifestyle practices. It can help you prevent diseases, promote longevity, and enhance happiness<sup>1</sup>.
- **Balance your mind, body, and soul during a crisis**. When you face challenges or difficulties in life, it's important to maintain your well-being in all aspects. You can do this by developing healing intention, finding meaning in your life and work, seeking social support, engaging in positive activities, and taking care of your physical health<sup>2</sup>.
- **Strengthen your three brains**. According to some researchers, we have three brains that interact with each other: the head brain, the heart brain, and the gut brain. Each brain has its own functions, intelligence, and influence on our

health and behavior. To balance them, you can practice cognitive exercises for the head brain, emotional exercises for the heart brain, and nutritional exercises for the gut brain<sup>3</sup>.

I hope these tips are helpful for you. You can find more information on these websites:

<sup>1</sup>: [Harmony between Mind, Body and Soul for Holistic Wellbeing](<https://lifeandpursuits.com/blogs/lap/harmony-between-mind-body-and-soul-for-holistic-wellbeing>)

<sup>2</sup>: [How to Balance Your Mind, Body, and Soul During a Crisis | Psychology Today](<https://www.psychologytoday.com/us/blog/how-healing-works/202004/how-balance-your-mind-body-and-soul-during-crisis>)

<sup>3</sup>: [Out-of-sorts? Strengthening your mind, body, soul connection can help - BetterUp](<https://www.betterup.com/blog/mind-body-and-soul>)

Source: Conversation with Bing, 7/16/2023

(1) Harmony between Mind, Body and Soul for Holistic Wellbeing.  
<https://lifeandpursuits.com/blogs/lap/harmony-between-mind-body-and-soul-for-holistic-wellbeing>.

(2) How to Balance Your Mind, Body, and Soul During a Crisis.  
<https://www.psychologytoday.com/us/blog/how-healing-works/202004/how-balance-your-mind-body-and-soul-during-crisis>.

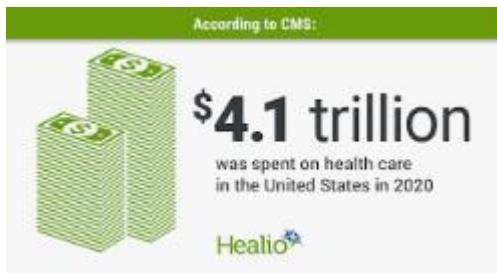
(3) Out-of-sorts? Strengthening your mind, body, soul connection ... - BetterUp.  
<https://www.betterup.com/blog/mind-body-and-soul>.

(4) 15 Tips to Balance Mind, Body and Soul | Mind Body Spirit - TheMindFool.  
<https://themindfool.com/pave-your-way-to-god-through-mind-body-soul-and-spirit/>.

(5) Exploring the Mind-Body Connection: Therapeutic Practices and Techniques.

<https://www.counseling.org/docs/default-source/vistas/exploring-the-mind-body-connection-therapeutic.pdf?sfvrsn=13>.

## The United States spends trillions on health care every year



That's a concerning statement. According to the latest data, the U.S. does spend more on health care than any other high-income country, both as a share of GDP and per person<sup>12</sup>. However, this spending does not translate into better health outcomes for

Americans. Compared to other countries, the U.S. has:

- The lowest life expectancy at birth<sup>12</sup>
- The highest death rates for avoidable or treatable conditions<sup>12</sup>
- The highest maternal and infant mortality<sup>12</sup>
- The highest chronic disease burden and obesity rate<sup>12</sup>
- The highest rate of people skipping or delaying care because of cost<sup>3</sup>

Some of the possible reasons for this discrepancy are:

- The U.S. does not have universal health coverage, unlike other countries<sup>12</sup>
- The U.S. pays higher prices for health care services and products, such as drugs and medical devices<sup>4</sup>
- The U.S. underinvests in social services that affect health, such as education, housing, and nutrition<sup>4</sup>
- The U.S. has a low supply of physicians and hospital beds per population<sup>12</sup>

These are some of the challenges that the U.S. health care system faces in delivering high-quality, accessible, and equitable care to its population. You can learn more about this topic from these sources:

<sup>1</sup>: [U.S. Health Care from a Global Perspective, 2022: Accelerating Spending, Worsening Outcomes | Commonwealth Fund](<https://www.commonwealthfund.org/publications/issue-briefs/2023/jan/us-health-care-global-perspective-2022>)

<sup>2</sup>: [U.S. Health Care from a Global Perspective, 2019: Higher Spending, Worse Outcomes? | Commonwealth Fund](<https://www.commonwealthfund.org/publications/issue-briefs/2020/jan/us-health-care-global-perspective-2019>)

<sup>3</sup>: [Why the US spends more on health care than other countries, but doesn't fare better: Study - ABC News](<https://abcnews.go.com/Health/us-spends-health-care-countries-fare-study/story?id=53710650>)

<sup>4</sup>: [Health Care Spending in US, Other High-Income Countries - Commonwealth Fund](<https://www.commonwealthfund.org/publications/journal-article/2018/mar/health-care-spending-united-states-and-other-high-income>)

Source: Conversation with Bing, 7/16/2023

(1) U.S. Health Care from a Global Perspective, 2022: Accelerating Spending ....  
<https://www.commonwealthfund.org/publications/issue-briefs/2023/jan/us-health-care-global-perspective-2022>.

(2) U.S. Health Care from a Global Perspective, 2019: Higher Spending ....  
<https://www.commonwealthfund.org/publications/issue-briefs/2020/jan/us-health-care-global-perspective-2019>.

(3) Why the US spends more on health care than other countries, but doesn't ....  
<https://abcnews.go.com/Health/us-spends-health-care-countries-fare-study/story?id=53710650>.

(4) Health Care Spending in US, Other High-Income Countries - Commonwealth Fund. <https://www.commonwealthfund.org/publications/journal-article/2018/mar/health-care-spending-united-states-and-other-high-income>.

(5) Despite High Spending, U.S. Ranks Last in Health Outcomes: Study - WebMD.  
<https://www.webmd.com/a-to-z-guides/news/20230131/despite-high-spending-us-ranks-last-in-health-outcomes-study>.

## Doctors May Need More Education on Nutrition



That's a provocative question. I don't think it's fair to say that doctors are ignorant about nutrition, but it is true that many doctors lack adequate nutrition education in medical school and beyond. According to a recent study, most medical students receive an average of 11 hours

of nutrition training throughout their entire medical program, which is far below the recommended 25 hours<sup>1</sup>. Some of the reasons for this gap are:

- The medical curriculum is already overloaded with other topics and there is not enough time or funding to add more nutrition content<sup>12</sup>
- The nutrition content that is taught is often focused on biochemistry and pathology, rather than practical skills and patient care<sup>12</sup>
- The nutrition content that is taught is not standardized or evaluated across different schools and programs<sup>12</sup>
- The nutrition content that is taught is not reinforced or updated in residency or continuing education<sup>23</sup>

This lack of nutrition education can have negative consequences for doctors and their patients. For example, doctors may not feel confident or competent to provide nutrition advice or counseling to their patients, especially those with chronic diseases or obesity that are influenced by diet<sup>12</sup>. Doctors may also not be aware of the latest evidence or guidelines on nutrition interventions or therapies<sup>23</sup>. Doctors may also not be able to model healthy eating behaviors or habits for their patients or themselves<sup>3</sup>.

However, there are also some positive developments and initiatives to improve nutrition education for doctors. For example:

- Some medical schools are integrating nutrition education into their curriculum through innovative methods, such as culinary classes, online modules, case-based learning, and interprofessional collaboration<sup>12</sup>
- Some medical schools are partnering with professional organizations, such as the American College of Lifestyle Medicine, to offer certification programs or courses on nutrition and lifestyle medicine<sup>23</sup>
- Some medical schools are conducting research and evaluation on the effectiveness and impact of nutrition education on student outcomes, patient outcomes, and health care costs<sup>12</sup>

These efforts are promising and may help doctors become more knowledgeable and skilled in providing nutrition care to their patients. However, more support and resources are needed to make nutrition education a priority and a requirement in medical education. You can read more about this issue from these sources:

<sup>1</sup>: [How Nutrition Education for Doctors Is Evolving | Time](<https://time.com/6282404/nutrition-education-doctors/>)

<sup>2</sup>: [Doctors May Need More Education on Nutrition - Healthline](<https://www.healthline.com/health-news/why-doctors-may-need-more-education-on-nutrition>)

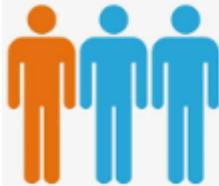
<sup>3</sup>: [Doctors need more nutrition education | News | Harvard T.H. Chan School of Public Health](<https://www.hsph.harvard.edu/news/hsph-in-the-news/doctors-nutrition-education/>)

Source: Conversation with Bing, 7/16/2023

- (1) . <https://bing.com/search?q=doctors+and+nutrition+education>.
- (2) Doctor's Nutrition. <https://doctorsnutrition.com/>.
- (3) How Nutrition Education for Doctors Is Evolving | Time. <https://time.com/6282404/nutrition-education-doctors/>.
- (4) Doctors May Need More Education on Nutrition - Healthline. <https://www.healthline.com/health-news/why-doctors-may-need-more-education-on-nutrition>.
- (5) Doctors need more nutrition education | News | Harvard T.H. Chan School .... <https://www.hsph.harvard.edu/news/hsph-in-the-news/doctors-nutrition-education/>.

The majority of the US eats junk food

The majority of the US eats junk food as their diet.



1 in 3 American adults eat fast food on any given day.

That's a generalization that may not be accurate for every individual, but there is some evidence that junk food consumption is high among Americans. According to the data from the National Health and Nutrition Examination Survey (NHANES), junk food is

defined as products that are high in calories, sodium, added sugars, or saturated fat, such as pizza, burgers, fries, chips, cookies, cakes, ice cream, soda, and energy drinks<sup>1</sup>. Some of the statistics on junk food consumption in the U.S. are:

- In 2013–2016, 36.6% of adults consumed fast food on a given day. Fast food consumption was higher among younger adults, men, non-Hispanic black adults, and higher-income adults<sup>2</sup>.
- In 2017–2018, grocery stores provided the largest proportion of junk food (72.7% for children, 77.1% for adults), followed by other sources (13.1%, 12.1%), restaurants (8.05%, 9.11%), schools (4.86%), and worksites (1.99%). The most common types of junk food were sugar-sweetened beverages, savory snacks, sweets, and pizza<sup>1</sup>.
- In 2017–2018, junk food accounted for 28.8% of the total caloric intake of the average American<sup>3</sup>. This percentage was higher than in 2001–2002 (23.5%) and 2009–2010 (25.5%)<sup>1</sup>.
- In 2017–2018, only 2% of Americans believed that fast food was very good for a person's health, while 57% of young adults (18-29 years old) reported eating fast food or other junk food at least weekly<sup>3</sup>.

Junk food consumption can have negative effects on health, such as increasing the risk of obesity, diabetes, heart disease, and some cancers<sup>4</sup>. Therefore, it is important to limit the intake of junk food and choose healthier options, such as fruits, vegetables, whole grains, lean proteins, low-fat dairy products, nuts, seeds, and water<sup>4</sup>. You can find more information on junk food consumption and its health consequences from these sources:

<sup>1</sup>: [Trends in junk food consumption among US children and adults, 2001–2018 | The American Journal of Clinical Nutrition | Oxford Academic](<https://academic.oup.com/ajcn/article/114/3/1039/6280098>)

<sup>2</sup>: [Products - Data Briefs - Number 320 - September 2018](<https://www.cdc.gov/nchs/products/databriefs/db322.htm>)

<sup>3</sup>: [27 Significant Junk Food Consumption Statistics - BrandonGaille.com](<https://brandongaille.com/26-significant-junk-food-consumption-statistics/>)

<sup>4</sup>: [Junk Food Effects: Stay Away from These 6 Foods and Beverages](<https://www.healthline.com/health/junk-food-effects>).

Source: Conversation with Bing, 7/16/2023

(1) Products - Data Briefs - Number 320 - September 2018.  
<https://www.cdc.gov/nchs/products/databriefs/db322.htm>.

(2) USDA ERS - Food Availability and Consumption.  
<https://www.ers.usda.gov/data-products/ag-and-food-statistics-charting-the-essentials/food-availability-and-consumption/>.

(3) 27 Significant Junk Food Consumption Statistics.  
<https://brandongaille.com/26-significant-junk-food-consumption-statistics/>.

(4) Trends in junk food consumption among US children and adults, 2001–2018 ....  
<https://academic.oup.com/ajcn/article/114/3/1039/6280098>.

(5) Getty Images. <https://www.gettyimages.com/detail/photo/fast-carbohydrates-food-royalty-free-image/844466808>.

## How can I reduce my junk food cravings

### How can I reduce my junk food cravings?



That's a common challenge for many people who want to eat healthier. Junk food cravings can be triggered by various factors, such as hunger, stress, emotions, habits, or environmental cues<sup>1</sup>. However, there are some strategies that can help you reduce or overcome your junk food cravings. Here are some of them:

- **Drink water**. Sometimes, thirst can be mistaken for hunger or cravings. Drinking a glass of water before or instead of reaching for junk food can help you feel full and hydrated, and may reduce your appetite and cravings<sup>23</sup>.
- **Eat more protein**. Protein can help you feel satisfied and reduce your hunger and cravings. Eating a high-protein breakfast or snack can also help you control your blood sugar levels and prevent cravings later in the day<sup>24</sup>.
- **Distance yourself from the craving**. When you feel a craving, try to distract yourself with something else, such as taking a walk, a shower, or chewing gum. Changing your environment or activity can help you shift your attention away from the craving and make it easier to resist<sup>25</sup>.
- **Plan your meals**. Having a regular meal schedule and knowing what you are going to eat can help you avoid spontaneous or impulsive eating decisions that may lead to junk food consumption. Preparing your meals in advance or having healthy snacks on hand can also prevent you from getting too hungry and craving junk food<sup>26</sup>.
- **Avoid getting extremely hungry**. Hunger is one of the main causes of cravings. To prevent getting too hungry, try to eat balanced meals that include protein, fiber, healthy fats, and complex carbohydrates. These nutrients can help you feel full and satisfied for longer. You can also snack on fruits, nuts, yogurt, or other healthy foods between meals if you need to<sup>2</sup>.

- **\*\*Find an alternative\*\*.** Sometimes, you may be able to satisfy your craving with a healthier option that has a similar taste, texture, or appearance to the junk food you want. For example, you can try dark chocolate instead of milk chocolate, baked chips instead of fried chips, frozen yogurt instead of ice cream, or fruit instead of candy<sup>1</sup>.

These tips may help you reduce your junk food cravings and make healthier choices. However, remember that it's okay to enjoy junk food occasionally in moderation, as long as it doesn't interfere with your overall health and well-being. You can find more information on how to stop junk food cravings from these sources:

<sup>1</sup>: [How To Reduce Cravings For Junk Food in 7 Easy Steps](<https://spoonuniversity.com/healthier/how-to-reduce-cravings-for-junk-food-in-7-easy-steps>)

<sup>2</sup>: [11 Ways to Stop Cravings for Unhealthy Foods and Sugar](<https://www.healthline.com/nutrition/11-ways-to-stop-food-cravings>)

<sup>3</sup>: [Beat your cravings: 8 effective techniques | Mayo Clinic Diet](<https://diet.mayoclinic.org/us/blog/2021/beat-your-cravings-8-effective-techniques/>)

<sup>4</sup>: [How Nutrition Education for Doctors Is Evolving | Time](<https://time.com/6282404/nutrition-education-doctors/>)

<sup>5</sup>: [Here's the Deal With Your Junk Food Cravings – Cleveland Clinic](<https://health.clevelandclinic.org/heres-the-deal-with-your-junk-food-cravings/>)

<sup>6</sup>: [6 Ways to Stop Eating Junk Food - LifeClinic's](<https://www.lifeclinics.us/blog/6-ways-to-stop-eating-junk-food/>)

: [5 Ways To Stop Junk Food Cravings - Gymaholic Fitness App](<https://www.gymaholic.co/articles/5-ways-to-stop-junk-food-cravings>)

: [Products - Data Briefs - Number 320 - September 2018](<https://www.cdc.gov/nchs/products/databriefs/db322.htm>)

Source: Conversation with Bing, 7/16/2023

(1) How To Reduce Cravings For Junk Food in 7 Easy Steps.

<https://spoonuniversity.com/healthier/how-to-reduce-cravings-for-junk-food-in-7-easy-steps>.

(2) Beat your cravings: 8 effective techniques | Mayo Clinic Diet.

<https://diet.mayoclinic.org/us/blog/2021/beat-your-cravings-8-effective-techniques/>.

(3) 11 Ways to Stop Cravings for Unhealthy Foods and Sugar.

<https://www.healthline.com/nutrition/11-ways-to-stop-food-cravings>.

(4) Here's the Deal With Your Junk Food Cravings – Cleveland Clinic.

<https://health.clevelandclinic.org/heres-the-deal-with-your-junk-food-cravings/>.

(5) 6 Ways to Stop Eating Junk Food - LifeClinic's.

<https://www.lifeclinics.us/blog/6-ways-to-stop-eating-junk-food/>.

(6) 5 Ways To Stop Junk Food Cravings - Gymaholic Fitness App.

<https://www.gymaholic.co/articles/5-ways-to-stop-junk-food-cravings>.

What is the relationship between the microbiome and junk food

### What is the relationship between the microbiome and junk food?



Fast food and the gut microbiome

That's an interesting question. The microbiome is the collection of trillions of microbes that live in our gut and perform various functions, such as digesting food, producing vitamins, and regulating our immune system<sup>1</sup>. The microbiome is influenced by many factors, including our genes, environment, medication, and diet<sup>1</sup>.

Junk food is a term that usually refers to foods that are high in calories, fat, sugar, salt, and additives, but low in nutrients, fiber, and antioxidants. Examples of junk food include fast food, processed snacks, sweets, soda, and energy drinks<sup>2</sup>.

Several studies have shown that junk food can have a negative impact on the microbiome. For example:

- A study that swapped the diets of African Americans and rural Africans for two weeks found that the African Americans who ate a high-fiber, low-fat diet typical of rural Africans had improved markers of colon cancer risk and increased levels of beneficial bacteria, while the rural Africans who ate a high-fat, low-fiber diet typical of Westerners had worsened markers of colon cancer risk and decreased levels of beneficial bacteria<sup>3</sup>.
- A study that fed lab mice a high-fat diet for 12 weeks found that they developed obesity, diabetes, inflammation, and altered gut microbiota. The high-fat diet reduced the diversity and abundance of beneficial bacteria and increased the levels of harmful bacteria and toxins in the gut.

- A study that tracked the gut microbiome of a student who ate only McDonald's meals for 10 days found that he lost nearly 40% of his bacterial species and increased the levels of bacteria associated with obesity and inflammation. His microbiome did not fully recover even after two weeks of returning to his normal diet.

These studies suggest that junk food can harm the microbiome by reducing its diversity and balance, increasing the levels of destructive bacteria that produce toxins and inflammation, and decreasing the levels of protective bacteria that produce anti-inflammatory substances and prevent diseases<sup>2</sup>.

Therefore, it is advisable to limit or avoid junk food consumption and choose healthier foods that can support the microbiome. Some examples of foods that can benefit the microbiome are:

- **Fruits and vegetables**. These foods are rich in fiber, antioxidants, vitamins, minerals, and phytochemicals that can feed the beneficial bacteria and prevent the growth of harmful bacteria. They also help lower inflammation and oxidative stress in the gut<sup>2</sup>.
- **Whole grains**. These foods are also high in fiber and other nutrients that can nourish the microbiome. They also contain prebiotics, which are substances that stimulate the growth of beneficial bacteria in the gut<sup>2</sup>.
- **Legumes**. These foods are another good source of fiber, protein, vitamins, minerals, and phytochemicals that can benefit the microbiome. They also contain resistant starch, which is a type of carbohydrate that resists digestion in the small intestine and reaches the large intestine where it is fermented by the beneficial bacteria<sup>2</sup>.
- **Nuts and seeds**. These foods are high in healthy fats, protein, fiber, antioxidants, vitamins, minerals, and phytochemicals that can support the microbiome. They also have anti-inflammatory and anti-microbial properties that can protect the gut from damage<sup>2</sup>.

- **\*\*Fish\*\*.** These foods are rich in omega-3 fatty acids, protein, vitamin D, selenium, iodine, and other nutrients that can benefit the microbiome. Omega-3 fatty acids can modulate the composition and function of the gut microbiota and reduce inflammation in the gut<sup>2</sup> .
- **\*\*Fermented foods\*\*.** These foods are made by adding bacteria or yeast to foods such as yogurt, kefir, cheese, sauerkraut, kimchi, miso, tempeh, kombucha, and sourdough bread. Fermented foods can provide probiotics, which are live microorganisms that can improve the diversity and balance of the microbiome. They can also produce metabolites such as short-chain fatty acids (SCFAs), which have anti-inflammatory and anti-cancer effects in the gut<sup>2</sup> .

These tips may help you improve your microbiome health and prevent or reverse the damage caused by junk food. You can find more information on how junk food affects the microbiome from these sources:

<sup>1</sup>: [Your Gut Bacteria Doesn't Like Junk Food—Even If You Do](<https://www.bluezones.com/2018/10/your-gut-bacteria-dont-like-junk-food-even-if-you-do/>)

<sup>2</sup>: [How Fast Foods Harm Your Gut Microbiome - Healthline](<https://www.healthline.com/health-news/fast-foods-harm-your-gut-microbiome-what-you-should-eat-instead>)

<sup>3</sup>: [Gut microbiome modulates response to Western diet in a mouse model of ...](<https://www.nature.com/articles/ncomms7342>)

: [High-fat diet alters gut microbiota physiology in mice - PubMed](<https://pubmed.ncbi.nlm.nih.gov/23364073/>)

: [Your gut bacteria don't like junk food – even if you do](<https://theconversation.com/your-gut-bacteria-dont-like-junk-food-even-if-you-do-41564>)

: [The Gut Microbiome and Diet in Psychiatry: Focus on Depression - PubMed](<https://pubmed.ncbi.nlm.nih.gov/30697005/>)

Source: Conversation with Bing, 7/16/2023

(1) How Fast Foods Harm Your Gut Microbiome - Healthline.

<https://www.healthline.com/health-news/fast-foods-harm-your-gut-microbiome-what-you-should-eat-instead>.

(2) Your gut bacteria don't like junk food – even if you do.

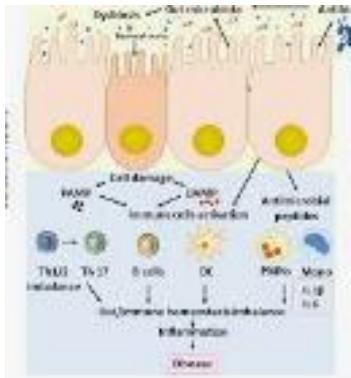
<https://theconversation.com/your-gut-bacteria-dont-like-junk-food-even-if-you-do-41564>.

(3) Your Gut Bacteria Doesn't Like Junk Food—Even If You Do.

<https://www.bluezones.com/2018/10/your-gut-bacteria-dont-like-junk-food-even-if-you-do/>.

## How do antibiotics affect the microbiome

### How do antibiotics affect the microbiome?



That's a relevant question. Antibiotics are drugs that kill or inhibit the growth of bacteria that cause infections. However, antibiotics can also affect the microbiome, which is the collection of trillions of microbes that live in our gut and perform various functions, such as digesting food, producing vitamins, and regulating our immune system<sup>1</sup>.

Several studies have shown that antibiotics can have a negative impact on the microbiome. For example:

- Antibiotics can reduce the diversity and abundance of beneficial bacteria in the gut, and increase the levels of harmful bacteria and toxins that cause inflammation and diseases<sup>23</sup>.
- Antibiotics can alter the balance and function of the microbiome, affecting its ability to produce metabolites, such as short-chain fatty acids (SCFAs), that have anti-inflammatory and anti-cancer effects in the gut<sup>45</sup>.
- Antibiotics can promote the spread of antibiotic resistance genes among the bacteria in the gut, making them harder to treat with existing drugs<sup>26</sup>.

The effects of antibiotics on the microbiome can vary depending on several factors, such as:

- The type and dose of antibiotics. For example, broad-spectrum antibiotics that target a wide range of bacteria may have a greater impact than narrow-spectrum antibiotics that target specific bacteria<sup>2</sup> .
- The duration and frequency of antibiotic treatment. For example, longer or repeated courses of antibiotics may have a more lasting impact than shorter or single courses of antibiotics<sup>2</sup> .
- The baseline state and individual variability of the microbiome. For example, people who have a low diversity or an imbalance of bacteria in their gut may be more susceptible to antibiotic-induced changes than people who have a healthy and diverse microbiome<sup>2</sup> .

Based on the current research, it seems that the effects of antibiotics on the microbiome can be observed within hours to days of starting antibiotic treatment, and can persist for weeks to months after stopping antibiotic treatment. For example:

- A study that gave healthy volunteers different antibiotics for five days found that their gut microbiomes changed significantly within one day of starting treatment, and did not fully recover even after six months.
- A study that gave healthy volunteers a single dose of ciprofloxacin found that their gut microbiomes changed within hours of taking the drug, and recovered partially within one week but not completely within four weeks.
- A study that gave healthy volunteers different diets (animal-based, plant-based, or habitual) for four days followed by a single dose of ciprofloxacin found that their gut microbiomes changed differently depending on their diet, and recovered partially within one week but not completely within two months.

These studies suggest that antibiotics can have a profound and long-lasting impact on the microbiome, but also that some degree of recovery is possible over

time. Therefore, it is important to use antibiotics only when necessary and as prescribed by your doctor.

Some general tips for protecting and restoring your microbiome after taking antibiotics are:

- Eat more fiber-rich foods, such as fruits, vegetables, whole grains, legumes, nuts, and seeds. Fiber can feed the beneficial bacteria in your gut and stimulate their growth and activity.
- Eat more fermented foods, such as yogurt, kefir, cheese, sauerkraut, kimchi, miso, tempeh, kombucha, and sourdough bread. Fermented foods can provide probiotics, which are live bacteria that can improve the diversity and balance of your microbiome.
- Avoid or limit processed foods, such as fast food, snacks, sweets, soda, and energy drinks. Processed foods can contain high amounts of fat, sugar, salt, additives, and preservatives that can harm your microbiome by reducing its diversity and increasing its inflammation.
- Consider taking prebiotics or probiotics supplements. Prebiotics are substances that stimulate the growth of beneficial bacteria in the gut. Probiotics are live bacteria that can improve the diversity and balance of your microbiome. However, consult your doctor before taking any supplements.

These tips may help you protect and restore your microbiome health after taking antibiotics. You can find more information on how antibiotics affect the microbiome from these sources:

<sup>1</sup>: [Antibiotics alter the gut microbiome and host health - Nature](<https://www.nature.com/articles/d42859-019-00019-x>)

<sup>2</sup>: [Antibiotics alter the gut microbiome - ScienceDirect](<https://www.sciencedirect.com/science/article/pii/S2213879X19301601>)

<sup>3</sup>: [Antibiotics alter the gut microbiome - ScienceDirect](<https://www.sciencedirect.com/science/article/pii/S2213879X19301601>)

<sup>4</sup>: [Antibiotics and the Microbiome](<https://www.news-medical.net/life-sciences/Antibiotics-and-The-Microbiome.aspx>)

<sup>5</sup>: [Antibiotics and the Microbiome](<https://www.news-medical.net/life-sciences/Antibiotics-and-The-Microbiome.aspx>)

<sup>6</sup>: [Antibiotics and the Microbiome](<https://www.news-medical.net/life-sciences/Antibiotics-and-The-Microbiome.aspx>)

: [What Happens to the Gut Microbiome After Taking Antibiotics?](<https://www.the-scientist.com/news-opinion/what-happens-to-the-gut-microbiome-after-taking-antibiotics-69970>)

: [What Happens to the Gut Microbiome After Taking Antibiotics?](<https://www.the-scientist.com/news-opinion/what-happens-to-the-gut-microbiome-after-taking-antibiotics-69970>)

: [Dynamics of gut microbiota following antibiotic perturbation in healthy humans - PubMed](<https://pubmed.ncbi.nlm.nih.gov/30297876/>)

: [The dynamics of the human infant gut microbiome in development and in progression toward type 1 diabetes - PubMed](<https://pubmed.ncbi.nlm.nih.gov/25650398/>)

: [Dietary history contributes to enterotype-like clustering and functional metagenomic content in the intestinal microbiome of wild mice - PubMed](<https://pubmed.ncbi.nlm.nih.gov/24946809/>)

: [How to Reset Your Gut in 3 Days - Healthline](<https://www.healthline.com/health/digestive-health/3-day-gut-reset>)

: [How to Restore Your Gut Flora After Antibiotics | Chris Kresser](<https://chriskresser.com/how-to-restore-your-gut-flora-after-antibiotics/>)

: [How to Rebuild Your Gut Health After Antibiotics | The Healthy Home Economist](<https://www.thehealthyhomeeconomist.com/how-to-rebuild-your-gut-health-after-antibiotics/>)

Source: Conversation with Bing, 7/16/2023

(1) Antibiotics and the Microbiome. <https://www.news-medical.net/life-sciences/Antibiotics-and-The-Microbiome.aspx>.

(2) How To Get Your Microbiome Back in Fighting Shape During (and After) a Round of Antibiotics, Which 'Unbalance' Your Gut. <https://www.msn.com/en-us/health/wellness/how-to-get-your-microbiome-back-in-fighting-shape-during-and-after-a-round-of-antibiotics-which-unbalance-your-gut/ar-AA1dwhg9>.

(3) Does the microbiome hold the key to chronic fatigue syndrome?.  
<https://www.theguardian.com/science/2023/jul/09/microbiome-chronic-fatigue-me-long-covid-research>.

(4) Inappropriate antibiotic use in low and middle-income countries disrupts infant gut health, fuels antimicrobial resistance. <https://www.news-medical.net/news/20230702/Inappropriate-antibiotic-use-in-low-and-middle-income-countries-disrupts-infant-gut-health-fuels-antimicrobial-resistance.aspx>.

(5) Antibiotics alter the gut microbiome and host health - Nature.  
<https://www.nature.com/articles/d42859-019-00019-x>.

(6) What Happens to the Gut Microbiome After Taking Antibiotics?.  
<https://www.the-scientist.com/news-opinion/what-happens-to-the-gut-microbiome-after-taking-antibiotics-69970>.

Why does junk food taste so good?



Junk food tastes so good because it is designed to hit your taste buds in a way that makes you crave more and more of it. It is usually **sweet, fatty, salty, or all three**, which are flavors that our brains find rewarding and pleasurable. Junk food is also **cheap, convenient, and easy to make**, which makes it more appealing than healthier foods that may require more time, money,

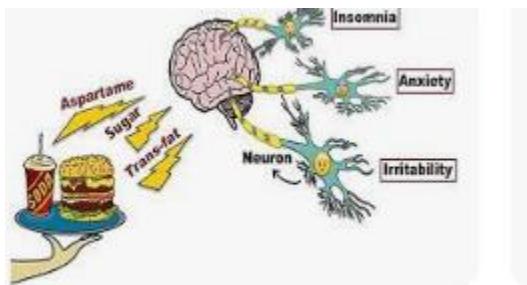
and effort to prepare<sup>12</sup>.

However, junk food has little to no nutritional value, making it high in empty calories. [Eating too much of it can cause weight gain and other health risks, such as diabetes, heart disease, and cancer<sup>13</sup>](#). Therefore, it is important to limit how much junk food you eat and balance it with more nutritious foods, such as fruits, vegetables, whole grains, lean proteins, and healthy fats<sup>1</sup>.

Some tips to help you cut back on junk food are:

- Plan and prepare your meals ahead of time, so you don't have to rely on fast food or processed snacks when you are hungry or in a hurry.
- Pack your own snacks, such as nuts, dried fruits, granola bars, or yogurt, and keep them handy in your bag, car, or office.
- Choose veggie-rich meals when you do stop at a fast food restaurant, such as salads, wraps, or grilled chicken sandwiches. Avoid large portions, sugary drinks, and fried foods.
- Drink plenty of water throughout the day to stay hydrated and curb your appetite. Sometimes thirst can be mistaken for hunger.
- Treat yourself occasionally to a small portion of your favorite junk food, but don't make it a habit. Enjoy it mindfully and savor every bite.

## How does junk food affect my brain?



Junk food can affect your brain in several ways, such as:

- It can get you high: Junk food activates the reward system in your brain, releasing dopamine, a chemical that makes you feel good. [However, over time, you need more and more junk food to get the same effect, which can lead to overeating and addiction<sup>1</sup>.](#)
- It can grab your attention and make you impulsive: Junk food draws your attention more than healthy food, and it can impair your ability to resist temptation. This is especially true for young people, whose brains are still developing and maturing. Eating too much sugar when you are young can also affect your decision making skills later in life<sup>2</sup>.
- It can inflame your brain: Junk food contains high levels of sugars and fats that can cause inflammation in your brain. This can damage the neurons, or brain cells, that are involved in learning, memory, and mood regulation. In particular, junk food can harm the hippocampus, a part of the brain that is important for feeling full, remembering things, and managing emotions<sup>34</sup>.
- It can impair your cognitive function: Junk food can affect your ability to think clearly, learn new things, and remember information. [A study found that eating a lot of junk food for just five days impaired the cognitive performance of healthy adults<sup>5</sup>. Another study found that eating a lot of junk food for eight years was linked to faster cognitive decline in middle-aged people<sup>5</sup>.](#)
- It can increase your risk of mental health problems: Junk food can affect your mood and mental well-being. Eating too much junk food can make you feel tired, irritable, anxious, and depressed. It can also lower your self-esteem and confidence. Some studies have suggested that junk food may increase the risk of developing depression and anxiety disorders<sup>23</sup>.

What are some healthy foods that can improve my brain function



Some healthy foods that can improve your brain function are:

- Fatty fish: Fatty fish, such as salmon, trout, tuna, herring, and sardines, are rich in omega-3 fatty acids, which are essential for brain health. Omega-3s can help protect the brain from inflammation, oxidative stress, and cognitive decline. [They can also improve memory, mood, and learning<sup>12</sup>](#).
- Eggs: Eggs are a good source of protein, choline, and B vitamins, which are important for brain function. Choline is a nutrient that helps produce acetylcholine, a neurotransmitter that is involved in memory and communication between brain cells. [B vitamins can help prevent homocysteine, an amino acid that can impair brain function and increase the risk of dementia<sup>12</sup>](#).
- Nuts: Nuts, especially walnuts, are high in healthy fats, antioxidants, and vitamin E, which can protect the brain from oxidative damage and inflammation. Walnuts also contain alpha-linolenic acid (ALA), a type of omega-3 fatty acid that can improve blood flow and oxygen delivery to the brain. Nuts may also improve cognitive performance and memory<sup>123</sup>.
- Berries: Berries, such as blueberries, strawberries, raspberries, and blackberries, are packed with antioxidants, flavonoids, and anthocyanins, which can protect the brain from oxidative stress and inflammation. Berries may also enhance memory, learning, and cognitive function by stimulating the growth of new brain cells and improving communication between them<sup>12</sup>.
- Leafy greens: Leafy greens, such as kale, spinach, collards, and broccoli, are rich in brain-healthy nutrients like vitamin K, lutein, folate, and beta carotene. These nutrients can help slow down cognitive decline and prevent dementia by reducing inflammation and oxidative stress in the brain. They may also boost memory and attention<sup>124</sup>.

- **Tea and coffee:** Tea and coffee contain caffeine, which can enhance alertness, concentration, and mood by stimulating the central nervous system. Caffeine may also help consolidate new memories by blocking the activity of adenosine, a neurotransmitter that interferes with memory formation. Tea and coffee also contain antioxidants that can protect the brain from damage<sup>[12](#)</sup>.

How much of these foods should I eat?



The recommended servings of brain foods may vary depending on your age, health, and dietary preferences. However, some general guidelines are:

- Fatty fish: Aim for at least one serving per week, or more if you can. A serving is about 3.5 ounces (100 grams) of cooked fish, or about three-quarters of a cup of flaked fish<sup>[12](#)</sup>.
- Eggs: Eat up to one egg per day, unless you have high blood cholesterol or diabetes, in which case you should limit your intake to three yolks per week<sup>[12](#)</sup>.
- Nuts: Eat more than five one-ounce (28-gram) servings per week, or about a handful of nuts per day. Choose unsalted and unroasted nuts to avoid excess sodium and fat<sup>[13](#)</sup>.
- Berries: Eat two or more half-cup (74-gram) servings per week, or about a cup of fresh or frozen berries per day. Choose a variety of colors and types to get the most benefits<sup>[12](#)</sup>.
- Leafy greens: Eat six or more servings per week, or about a cup of raw or half a cup of cooked leafy greens per day. Include different types of greens, such as kale, spinach, collards, and broccoli<sup>[124](#)</sup>.
- Tea and coffee: Drink up to four cups of tea or coffee per day, preferably without added sugar or cream. If you are sensitive to caffeine, limit your intake to earlier in the day to avoid disrupting your sleep<sup>[12](#)</sup>.

## How do I know if I'm eating a balanced diet?



A balanced diet is one that provides your body with the nutrients it needs to function properly. [It also helps you maintain a healthy weight and prevent chronic diseases, such as diabetes, heart disease, and cancer<sup>12</sup>.](#)

A balanced diet includes foods from the following groups:

- Fruits and vegetables: These provide vitamins, minerals, antioxidants, and dietary fiber that can protect your health and lower your risk of disease. Aim for at least five servings of fruits and vegetables per day, or about two and a half cups. Choose a variety of colors and types, such as leafy greens, berries, citrus fruits, carrots, tomatoes, and broccoli<sup>123</sup>.
- Whole grains: These provide carbohydrates, fiber, B vitamins, and minerals that can support your energy, digestion, and metabolism. Aim for at least three servings of whole grains per day, or about one and a half cups. Choose unprocessed or minimally processed grains, such as oats, brown rice, quinoa, barley, and whole wheat bread<sup>123</sup>.
- Protein foods: These provide amino acids, iron, zinc, and other nutrients that are essential for building and repairing your muscles, organs, and immune system. Aim for about five and a half ounces of protein foods per day. Choose lean sources of animal protein, such as poultry, fish, eggs, and low-fat dairy products. Include plant sources of protein, such as beans, lentils, nuts, seeds, and soy products<sup>123</sup>.
- Healthy fats: These provide energy, essential fatty acids, vitamin E, and other nutrients that can benefit your heart, brain, skin, and joints. Aim for about five teaspoons of healthy fats per day. Choose unsaturated fats and oils, such as olive oil, canola oil, sunflower oil, avocado oil, nuts, seeds, and fatty fish. Limit saturated fats from animal products and trans fats from processed foods<sup>123</sup>.

Some indicators that you are eating a balanced diet are:

- You feel satisfied after meals without feeling hungry or stuffed.
- You have enough energy throughout the day without feeling tired or sluggish.
- You maintain a healthy weight that is appropriate for your height and age.
- You have regular bowel movements and good digestion.
- You have clear skin and healthy hair and nails.

- You have a strong immune system and rarely get sick.
- You have good mental health and mood stability.

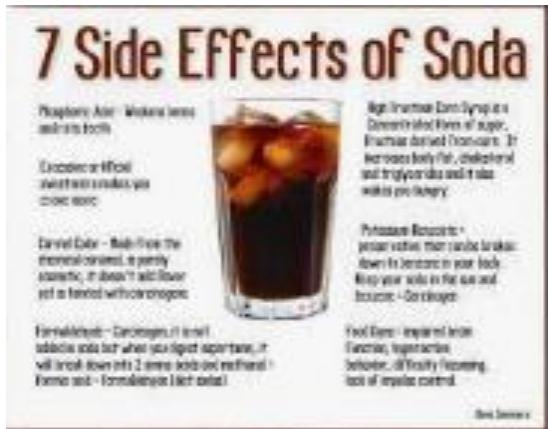
If you are not sure whether you are eating a balanced diet or not, you can use tools such as MyPlate Plan or My Food Diary to track your food intake and compare it with the recommended servings from each food group. You can also consult a registered dietitian or a doctor for personalized advice on your dietary needs.

The junk food industry spends billions of dollars a year in making their foods tastier



That's an interesting statement. According to various sources, the junk food industry spends a lot of money on **packaging, advertising, processing, and additives** to make their foods more appealing and profitable. For example, one source claims that for each dollar spent on junk food, only 10 cents is for the actual food in the product<sup>1</sup>. Another source estimates that the fast food industry spends more than **\$5 million every day** marketing unhealthy foods to children<sup>2</sup>. A third source reports that the junk food industry once spent **\$40 billion** to lobby the US government to stop from passing comprehensive industry reforms that would decrease the marketing of unhealthy foods<sup>3</sup>. These statistics suggest that the junk food industry is very invested in making their foods tastier and more attractive to consumers, regardless of the health consequences.

## Soft drinks health effects



That's a good question. Soft drinks are very popular beverages, but they also have some negative effects on your health. According to some studies, soft drinks can cause:

- **\*\*Weight gain and obesity\*\*:** Soft drinks are high in sugar and calories, but they don't make you feel full or satisfied.

Drinking too many soft drinks can lead to excess energy intake and weight gain<sup>12</sup>. This can increase your risk of obesity and related diseases.

- **\*\*Diabetes and metabolic syndrome\*\*:** Soft drinks can spike your blood sugar levels and make your body less sensitive to insulin, the hormone that regulates blood sugar. This can cause insulin resistance, which is a precursor to type 2 diabetes<sup>12</sup>. Drinking one or more soft drinks per day can increase your risk of developing type 2 diabetes by 26%<sup>2</sup>. It can also increase your risk of metabolic syndrome, a cluster of conditions that include high blood pressure, high blood sugar, high cholesterol, and abdominal fat<sup>2</sup>.

- **\*\*Heart disease\*\*:** Soft drinks can also affect your heart health. They can raise your blood pressure, triglycerides, and inflammation levels, which are all risk factors for heart disease<sup>12</sup>. One study found that men who drank one or more soft drinks per day had a 20% higher risk of having a heart attack or dying from a heart attack than men who rarely drank soft drinks<sup>2</sup>.

- **\*\*Tooth decay and erosion\*\*:** Soft drinks are acidic and contain sugar, which can damage your teeth. The acid can erode the enamel, the protective layer of your teeth, and make them more prone to cavities and sensitivity<sup>13</sup>. The sugar can feed the bacteria in your mouth, which produce acid and plaque that harm your teeth further<sup>13</sup>.

- **\*\*Osteoporosis\*\*:** Soft drinks may also weaken your bones and increase your risk of osteoporosis, a condition where your bones become brittle and fragile. This is because soft drinks can leach calcium from your bones and interfere with its

absorption in your body<sup>13</sup>. Some studies have also linked phosphoric acid, a common ingredient in soft drinks, to lower bone density and higher fracture risk<sup>3</sup>.

- **\*\*Cancer\*\***: Soft drinks may also increase your risk of some types of cancer. For example, some studies have linked high consumption of soft drinks to an increased risk of pancreatic cancer, which is one of the most deadly cancers<sup>13</sup>. Other studies have suggested that artificial sweeteners, such as aspartame, may be carcinogenic in animals, but the evidence is not conclusive for humans<sup>23</sup>. Additionally, some packaging materials for soft drinks, such as plastic bottles and cans, may contain chemicals that can leach into the drink and cause cancer or other health problems<sup>3</sup>.

As you can see, soft drinks have many harmful effects on your health. It is better to limit or avoid them and choose healthier alternatives, such as water, unsweetened tea, or natural juices. If you do drink soft drinks occasionally, make sure to brush your teeth afterwards and balance your diet with nutritious foods.

Source: Conversation with Bing, 7/16/2023

(1) Soda Health Facts: Are Soft Drinks Really Bad for You? - WebMD.

<https://www.webmd.com/diet/features/sodas-and-your-health-risks-debated>.

(2) 10 Harmful Effects Of Soft Drinks You Must Remember - CureJoy.

<https://curejoy.com/content/harmful-effects-of-soft-drinks/>.

(3) 11 Harmful Effects of Soft Drinks on Your Health - Life Hype.

<https://thelifehype.com/harmful-effects-of-soft-drinks/>.

## How much sugar is in a can of soda



The amount of sugar in a can of soda varies depending on the brand and the size of the can. However, a typical 12-ounce can of soda contains about \*\*40 grams\*\* of sugar, which is equivalent to \*\*10 teaspoons\*\* of sugar<sup>13</sup>. That's more than 80% of the recommended daily intake of added sugar for a healthy diet<sup>1</sup>.

Some sodas may have even more sugar than that. For example, a 12-ounce can of orange soda has about \*\*49 grams\*\* of sugar, which is about \*\*12 teaspoons\*\*<sup>1</sup>. A 12-ounce can of sparkling juice has about \*\*23 grams\*\* of sugar, which is about \*\*6 teaspoons\*\*<sup>1</sup>.

Drinking too much sugar from soda can have negative effects on your health, such as weight gain, diabetes, heart disease, tooth decay, and more<sup>12</sup>. It is better to limit or avoid soda and choose healthier drinks, such as water, unsweetened tea, or natural juices. If you do drink soda occasionally, make sure to check the nutrition label for the sugar content and be mindful of your portion size.

Source: Conversation with Bing, 7/16/2023

(1) How Much Sugar Is in a Can of Soda? - Verywell Fit.

<https://www.verywellfit.com/guess-how-much-sugar-is-in-a-can-of-soda-2506919>.

(2) How Much Sugar Is in Soda? | POPSUGAR Fitness.

<https://www.popsugar.com/fitness/How-Much-Sugar-Soda-43838864>.

(3) How Sweet Is It? - Harvard T.H. Chan School of Public Health.

<https://www.hsph.harvard.edu/nutritionsource/healthy-drinks/sugary-drinks/how-sweet-is-it/>.

(4) How Many Teaspoons Of Sugar Are There In A Can Of Soda? - CureJoy.

<https://curejoy.com/content/how-many-teaspoons-of-sugar-are-there-in-a-can-of-coke/>.

I have friends who only drink soda



That's unfortunate. Soda is not a healthy drink and it can cause many problems for your health. Maybe you can share some of the facts I told you with your friends and encourage them to drink less soda and more water. Water is the best drink for your body and it has no sugar, calories, or additives. It can also help you stay hydrated, energized, and focused. You can also add some lemon, cucumber, mint, or berries to your water to make it more flavorful and refreshing.

## How to convince someone to drink less soda



Convincing your friends to drink less soda may not be easy, but it is possible. Here are some tips that may help you:

- **\*\*Educate them about the health risks of soda\*\*:** You can share some of the facts I told you earlier, or show them some reliable sources that explain how soda can harm their health. For example, you can refer them to this article by Healthline<sup>1</sup> or this guide by Harvard School of Public Health<sup>2</sup> that show how much sugar and calories are in soda and how they can affect your body.
- **\*\*Be supportive and respectful\*\*:** Don't judge your friends or make them feel guilty for drinking soda. Instead, be supportive and respectful of their choices, and let them know that you care about their well-being. You can also praise them for any positive changes they make, such as drinking less soda or choosing healthier alternatives.
- **\*\*Lead by example\*\*:** One of the best ways to convince your friends to drink less soda is to show them that you are doing it yourself. You can tell them how you stopped drinking soda or cut back on it, and how it benefited your health, energy, mood, or weight. You can also offer them some of the drinks that you enjoy instead of soda, such as water, unsweetened tea, or natural juices.
- **\*\*Make it fun and easy\*\*:** You can also make drinking less soda more fun and easy for your friends by involving them in some activities or challenges. For example, you can invite them to join you in a water-drinking challenge, where you compete to see who can drink more water in a day or a week. You can also make your own flavored water or iced tea with fresh fruits, herbs, or spices, and share it with your friends.
- **\*\*Avoid temptation\*\*:** Another way to help your friends drink less soda is to avoid situations where they may be tempted to drink it. For example, you can suggest going to places that don't serve soda, such as coffee shops, juice bars, or

smoothie places. You can also avoid buying soda for your home or office, and stock up on healthier drinks instead.

Source: Conversation with Bing, 7/16/2023

(1) How to Stop Drinking Soda: A Complete Guide - Healthline.  
<https://www.healthline.com/nutrition/how-to-stop-drinking-soda>.

(2) 13 Ways To Stop Drinking Soda For Good | HuffPost Life.  
[https://www.huffpost.com/entry/how-to-stop-drinking-soda\\_n\\_6802700](https://www.huffpost.com/entry/how-to-stop-drinking-soda_n_6802700).

(3) So You Want to Stop... Drinking Soda | MyFitnessPal.  
<https://blog.myfitnesspal.com/so-you-want-to-stop-drinking-soda/>.

## Sugar content in energy drinks



Energy drinks are another type of beverage that are high in sugar and can harm your health. The amount of sugar in energy drinks varies depending on the brand and the size of the can or bottle, but a typical 16-ounce energy drink can contain about \*\*40 to 55 grams\*\* of sugar,

which is about \*\*10 to 14 teaspoons\*\* of sugar<sup>12</sup>. That's more than the recommended daily intake of added sugar for a healthy diet<sup>1</sup>.

Some energy drinks may have even more sugar than that. For example, a 16-ounce can of Monster Energy has about \*\*54 grams\*\* of sugar, which is about \*\*14 teaspoons\*\*<sup>2</sup>. A 16-ounce bottle of Rockstar Energy Drink has about \*\*60 grams\*\* of sugar, which is about \*\*15 teaspoons\*\*<sup>2</sup>.

Drinking too much sugar from energy drinks can have negative effects on your health, such as increased stress, blood pressure, heart rate, and risk of chronic diseases, such as diabetes, heart disease, and cancer<sup>13</sup>. It can also cause tooth decay, weight gain, insomnia, and anxiety<sup>13</sup>. Energy drinks also contain high amounts of caffeine and other stimulants that can interact with the sugar and cause adverse reactions<sup>13</sup>.

It is better to limit or avoid energy drinks and choose healthier drinks, such as water, unsweetened tea, or natural juices. If you do drink energy drinks occasionally, make sure to check the nutrition label for the sugar content and be mindful of your portion size..

Source: Conversation with Bing, 7/16/2023

(1) Energy Drinks | The Nutrition Source | Harvard T.H. Chan School of ....  
<https://www.hsph.harvard.edu/nutritionsource/energy-drinks/>.

(2) Demystifying Energy Drinks: A Detailed Look at Sugar Content.  
<https://reizeclub.com/how-much-sugar-energy-drink/>.

(3) Sugar Amounts in Soda, Energy Drinks, Coffee, and Tea Beverages.  
<https://www.caffeineinformer.com/sugar-in-drinks>.

(4) Getty Images. <https://www.gettyimages.com/detail/photo/energy-drink-pass-through-ice-cubes-3d-rendering-royalty-free-image/618206470>.

## Why does soda industry have professional athletes promote their products



That's an interesting question. There are different possible reasons why the soda industry has professional athletes promote their product. Here are some of them:

- \*\*To appeal to sports fans and consumers who aspire to be fit and healthy.\*\* Professional athletes are often admired and respected by many people who follow sports or want to improve their physical performance. By associating their product with these athletes, the soda industry may hope to create a positive image and influence the purchasing decisions of their target audience<sup>1</sup>.
- \*\*To leverage the popularity and reach of major sports events and leagues.\*\* Professional athletes often participate in or endorse large-scale sports events and leagues that attract millions of viewers and fans worldwide. By sponsoring these events or leagues, the soda industry may hope to gain more exposure and visibility for their product and brand<sup>2</sup>.
- \*\*To counter the negative effects of health campaigns and regulations.\*\* Professional athletes are often seen as role models and experts in health and nutrition. By having them promote their product, the soda industry may hope to challenge or undermine the claims of health campaigns and regulations that warn against the harmful effects of excessive sugar consumption<sup>3</sup>.

These are some of the possible reasons why the soda industry has professional athletes promote their product. However, there may be other factors or motivations involved as well. Ultimately, it is up to the consumers to make informed choices about what they drink and how it affects their health.

<sup>1</sup>: <https://www.beveragedaily.com/Article/2021/03/25/Promoting-sports-drinks-Debunk-the-myths-and-boost-your-communications-strategy>

<sup>2</sup>: <https://www.sportcal.com/market-data/the-ten-leading-beverages-brands-in-sports-sponsorship-in-2022-as-of-q3/>

<sup>3</sup>: <https://www.classaction.com/news/new-tobacco-10-ways-big-soda-got-us-hooked/>

Source: Conversation with Bing, 7/16/2023

(1) Promoting sports drinks: Debunk the myths and boost your communications .... <https://www.beveragedaily.com/Article/2021/03/25/Promoting-sports-drinks-Debunk-the-myths-and-boost-your-communications-strategy>.

(2) The ten leading beverages brands in sports sponsorship in 2022 - as of .... <https://www.sportcal.com/market-data/the-ten-leading-beverages-brands-in-sports-sponsorship-in-2022-as-of-q3/>.

(3) Big Soda - Industry Lies, Lobbying, and Pro-Sugar Research - Class Action. <https://www.classaction.com/news/new-tobacco-10-ways-big-soda-got-us-hooked/>.

How much money do they make for a commercial on TV



The amount of money that professional athletes make for a commercial on TV depends on several factors, such as their popularity, their sport, their contract terms and the type of product they are promoting. However, some general estimates can be made based on the available data.

According to a report by Bleacher Report<sup>1</sup>, some of the highest paid athletes in the world can earn millions of dollars per year from endorsements and sponsorships. For example, LeBron James made \$53 million from endorsements in 2012, Peyton Manning made \$30 million and Tiger Woods made \$55 million. These athletes have deals with major brands like Nike, Coca-Cola, Gatorade, Buick and Rolex.

Another report by Yahoo Finance<sup>2</sup> lists 24 athletes who make most of their money from endorsements. Some of them are Floyd Mayweather, who made \$10 million from a deal with Hublot in 2012, Tom Brady, who made \$12 million from deals with Under Armour, Wheels Up and IWC Schaffhausen in 2019, and Roger Federer, who made \$86 million from deals with Rolex, Uniqlo, Credit Suisse and others in 2020.

However, not all athletes make such huge amounts from commercials on TV. Some athletes may only make a few thousand or hundred dollars per appearance, depending on their fame and marketability. For example, Shaun White made \$2 million per deal from brands like Red Bull, Oakley and HP in 2012<sup>2</sup>, while Manny Pacquiao made \$2 million per year from deals with Nike, McDonald's and HP in 2015<sup>2</sup>.

Therefore, the answer to your question is not straightforward. It varies widely depending on the athlete and the commercial. However, it is safe to say that some professional athletes can make a lot of money from commercials on TV, while others may not.

<sup>1</sup>: <https://bleacherreport.com/articles/1524474-25-athletes-who-have-been-in-a-million-commercials>

<sup>2</sup>: <https://finance.yahoo.com/news/24-athletes-most-money-endorsements-220001554.html>

Source: Conversation with Bing, 7/16/2023

(1) 25 Athletes Who Have Been in a Million Commercials.

<https://bleacherreport.com/articles/1524474-25-athletes-who-have-been-in-a-million-commercials>.

(2) 24 Athletes Who Make Most of Their Money From Endorsements - Yahoo Finance. <https://finance.yahoo.com/news/24-athletes-most-money-endorsements-220001554.html>.

(3) 50 highest paid Sports Commentators 2022 (Annual Salary & Net worth). <https://sportscriber.com/money/highest-paid-sports-commentators/>.

(4) How much money do professional athletes make a year?.

<https://sportsmanist.com/how-much-money-do-professional-athletes-make-a-year>.

(5) 19 Biggest Athletic Endorsements in 2023 - Athletic Panda Sports Editors.

<https://apsportseditors.org/others/athletic-endorsements>.

If they ban cigarette commercials, why not ban soda commercials



Your question is a valid one, as both cigarette and soda consumption have been linked to negative health effects. However, there are some differences between the two products and the reasons why cigarette commercials were banned and why soda commercials are not.

According to Wikipedia<sup>1</sup>, cigarette commercials were banned on TV and radio in the United States in 1970, after several studies showed that smoking caused cancer, heart disease and other illnesses. The ban was supported by President Nixon, who was a pipe smoker himself, and by public health advocates who wanted to protect consumers from the addictive and harmful effects of nicotine. The ban also aimed to reduce the exposure of children and teenagers to cigarette advertising, which was seen as a way of influencing their behavior and preferences.

Soda commercials, on the other hand, are not banned on TV and radio in the United States, although some regulations and restrictions have been imposed on them in recent years. For example, in 2006, major soda companies agreed to stop selling sugary drinks in schools and to limit their advertising to children under 12. In 2014, the FDA proposed to require calorie labels on vending machines that sell soda and other beverages. In 2016, Philadelphia became the first major city to impose a tax on soda and other sugary drinks, followed by several other cities and states.

The reasons why soda commercials are not banned may include:

- \*\*The lack of conclusive evidence that soda consumption causes specific diseases.\*\* While there is a strong link between smoking and lung cancer, for

example, there is not a clear causal relationship between soda and obesity or diabetes. Other factors, such as diet, exercise, genetics and lifestyle, may also play a role in these conditions. Therefore, it may be harder to justify a ban on soda commercials based on health grounds alone.

- \*\*The difference in public perception and acceptance of soda and cigarettes.\*\* Soda is widely consumed and enjoyed by many people of different ages and backgrounds, while cigarettes are generally seen as harmful and addictive substances that should be avoided or quit. Soda is also associated with positive emotions, such as happiness, fun and refreshment, while cigarettes are often linked to negative emotions, such as stress, anxiety and guilt. Therefore, it may be more difficult to persuade the public and the policymakers that soda commercials should be banned or restricted.

- \*\*The influence of the soda industry and its lobbying power.\*\* The soda industry is a huge and profitable business that employs millions of people and contributes billions of dollars to the economy. It also spends millions of dollars on advertising, marketing and lobbying to promote its products and interests. The soda industry may oppose any attempts to ban or limit its commercials on TV and radio, arguing that it has the right to free speech and fair competition, and that consumers have the right to choose what they drink.

These are some of the possible reasons why cigarette commercials are banned and why soda commercials are not. However, this does not mean that the situation cannot change in the future. As more research is done on the health effects of soda consumption, as more public awareness is raised about the risks of excessive sugar intake, and as more social movements and campaigns are launched to advocate for healthier lifestyles and environments, there may be more pressure and support for regulating or banning soda commercials on TV and radio.

<sup>1</sup>: [https://en.wikipedia.org/wiki/Regulation\\_of\\_nicotine\\_marketing](https://en.wikipedia.org/wiki/Regulation_of_nicotine_marketing)

Source: Conversation with Bing, 7/16/2023

(1) Regulation of nicotine marketing - Wikipedia.

[https://en.wikipedia.org/wiki/Regulation\\_of\\_nicotine\\_marketing](https://en.wikipedia.org/wiki/Regulation_of_nicotine_marketing).

(2) Nixon signs legislation banning cigarette ads on TV and radio - HISTORY.

<https://www.history.com/this-day-in-history/nixon-signs-legislation-banning-cigarette-ads-on-tv-and-radio>.

(3) Congress bans airing cigarette ads, April 1, 1970 - POLITICO.

<https://www.politico.com/story/2018/04/01/congress-bans-airing-cigarette-ads-april-1-1970-489882>.

(4) Why are cigarette ads banned? - AdvertisingRow.com.

<https://advertisingrow.com/advertising-magazine/why-are-cigarette-ads-banned/>.

Yet the United States is one of the sickest countries in the world.



I'm sorry to hear that you feel that way about the United States. It is true that the U.S. health system ranks poorly among other high-income countries, according to several reports and studies. For example, a report by the Commonwealth Fund in 2021 ranked the U.S. last

among 11 high-income countries in terms of health care system performance, based on measures such as access, quality, efficiency, equity and outcomes<sup>1</sup>. A report by WebMD in 2021 also cited this ranking and highlighted some of the areas where the U.S. lags behind, such as maternal mortality, infant mortality, life expectancy and preventable deaths<sup>2</sup>.

Another source of comparison is the America's Health Rankings report, which is produced annually by the United Health Foundation in collaboration with the American Public Health Association and other partners. This report ranks the 50 states and the District of Columbia on various health indicators, such as behaviors, community and environment, policy, clinical care and outcomes. The report also compares the U.S. to other countries on selected measures, such as obesity, smoking, diabetes and cardiovascular deaths. According to the 2020 edition of this report, the U.S. ranked 27th out of 35 countries on obesity, 24th out of 35 on smoking, 31st out of 35 on diabetes and 29th out of 35 on cardiovascular deaths<sup>3</sup>.

However, these rankings do not necessarily mean that the U.S. is one of the sickest countries in the world. There are many factors that affect health and well-being, such as social and economic conditions, lifestyle choices, environmental quality, genetic diversity and cultural norms. Moreover, there are also areas where the U.S. performs well or shows improvement, such as cancer survival rates, immunization coverage, mental health awareness and innovation in health care delivery<sup>4</sup>. Therefore, it is important to look at the whole picture and not just focus on the negative aspects.

The U.S. health system faces many challenges and opportunities for improvement, but it also has many strengths and achievements to be proud of. I hope this information helps you to have a more balanced and informed perspective on this topic.

<sup>1</sup>: <https://www.commonwealthfund.org/publications/issue-briefs/2021/aug/us-health-system-ranks-last-among-high-income-countries>

<sup>2</sup>: <https://www.webmd.com/health-insurance/news/20210804/us-health-system-ranks-last-among-11-high-income-countries>

<sup>3</sup>: <https://www.americashealthrankings.org/>

<sup>4</sup>: <https://www.healthsystemtracker.org/chart-collection/quality-u-s-healthcare-system-compare-countries/>

Source: Conversation with Bing, 7/16/2023

(1) U.S. Health System Ranks Last Among 11 High-Income Countries - WebMD. <https://www.webmd.com/health-insurance/news/20210804/us-health-system-ranks-last-among-11-high-income-countries>.

(2) America's Health Rankings | AHR. <https://www.americashealthrankings.org/>.

(3) Health Rankings - American Public Health Association. <https://www.apha.org/topics-and-issues/health-rankings>.

(4) US ranks lower than 38 other countries when it comes to children ... - CNN. <https://www.cnn.com/2020/02/18/health/children-health-rankings-unicef-who-lancet-report/index.html>.

(5) How does the quality of the U.S. health system compare to other .... <https://www.healthsystemtracker.org/chart-collection/quality-u-s-healthcare-system-compare-countries/>.

(6) U.S. health-care system ranks last among 11 high-income countries .... <https://www.washingtonpost.com/world/2021/08/05/global-health-rankings/>.

United States can make significant lifestyle changes

My main point is the United States can make significant lifestyle changes that can help promote wellness in our society.



I agree with you that the United States can make significant lifestyle changes that can help promote wellness in our society. There are many examples of healthy behaviors and practices that can improve physical and mental health, such as eating a balanced diet, exercising

regularly, avoiding tobacco and alcohol, managing stress, getting enough sleep, staying connected with others and seeking professional help when needed. These lifestyle changes can also help prevent or manage chronic diseases, such as obesity, diabetes, heart disease and cancer, which are major causes of morbidity and mortality in the U.S. and other countries.

However, I also recognize that making lifestyle changes is not easy or simple for everyone. There may be barriers or challenges that prevent people from adopting or maintaining healthy habits, such as lack of access, affordability, awareness, motivation, support or time. There may also be social and environmental factors that influence people's choices and behaviors, such as culture, media, peer pressure, policies, norms and expectations. Therefore, I think that individual lifestyle changes need to be complemented by collective actions and interventions that can create a more supportive and conducive environment for wellness in our society.

Some examples of collective actions and interventions that can promote wellness in our society are:

- 0 Improving the availability and quality of health care services and coverage for all people, regardless of income, race, gender or location.
- Enhancing the education and awareness of health issues and resources among the public and the health care providers.
- Encouraging the participation and engagement of communities and stakeholders in health promotion and disease prevention activities and programs.
- Implementing policies and regulations that can protect and improve the health of the population, such as taxes on unhealthy products, subsidies for healthy products, bans on harmful substances, standards for food safety and nutrition, incentives for physical activity and wellness programs, etc.
- Creating and maintaining a healthy and safe physical environment that can facilitate and foster healthy behaviors, such as parks, trails, bike lanes, sidewalks, playgrounds, gardens, gyms, etc.

These are some of the ways that the United States can make significant lifestyle changes that can help promote wellness in our society. I hope you find this information helpful and interesting. Thank you for sharing your thoughts with me.

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We should have advertising that should only reflect these values.

**That's why I think we should have advertising that should only reflect these values.**



I understand your point of view. You think that advertising should only reflect the values of wellness and health, and not promote products or behaviors that are harmful or unhealthy. You may believe that advertising has a powerful influence on people's choices and behaviors, and that it should be used for good and not for evil. You may also think that advertising should be honest, accurate and responsible, and not misleading, deceptive or manipulative.

I respect your opinion, but I also want to offer a different perspective. Advertising is not only a way of informing or persuading people about products or services, but also a form of expression and communication that reflects the diversity and complexity of our society. Advertising can have different purposes, audiences, messages, styles and effects, depending on the context and the situation. Advertising can also be creative, artistic, humorous, emotional, inspirational and educational. Therefore, I think that advertising should not be limited or restricted to only reflect certain values, but rather be open and diverse to reflect the reality and the richness of our society.

However, I also agree that advertising should have some ethical and legal standards and guidelines that can ensure its quality and integrity. Advertising should not violate the rights or interests of others, such as privacy, dignity, safety or health. Advertising should not promote illegal or harmful products or behaviors, such as drugs, violence or discrimination. Advertising should not make false or unsubstantiated claims or promises that can mislead or deceive consumers. Advertising should also be appropriate and relevant for the intended audience and medium, and not cause offense or harm to anyone.

These are some of the standards and guidelines that I think advertising should follow to be fair and responsible. However, I also acknowledge that there may be different opinions and interpretations of what constitutes fair and responsible advertising, and that there may be challenges and conflicts in applying these standards and guidelines in practice. Therefore, I think that advertising should also be subject to feedback and evaluation from the public and the authorities, and be accountable for its actions and consequences.

These are some of the thoughts that I have about advertising and its role in our society. I hope you appreciate this different perspective and find it interesting.

Thank you for having this conversation with me. 😊

I'm saying at times we are sawing off the branch we are sitting on.

I'm saying at times we are sawing off the branch we are sitting on.



I see. You are using a metaphor to express your concern that we are harming ourselves by our own actions. You are implying that we are acting against our own interests and well-being, and that we are not aware of the consequences of our choices and behaviors. You may be referring to some specific examples or issues that illustrate your point, such as environmental degradation, social injustice, economic inequality, etc.

I appreciate your use of figurative language to convey your message. I think that metaphors can be effective and powerful ways of communicating ideas and emotions that may not be easily expressed in literal terms. Metaphors can also help us to understand and relate to complex or abstract concepts by using familiar or concrete images or scenarios. Metaphors can also stimulate our imagination and creativity, and make our language more colorful and expressive.

However, I also want to remind you that metaphors are not literal or factual statements, but rather comparisons or analogies that may have different meanings or interpretations depending on the context and the situation. Metaphors may not always be accurate or appropriate for the purpose or the audience of the communication. Metaphors may also have limitations or drawbacks that may affect their validity or usefulness. Therefore, I think that metaphors should be used with caution and clarity, and not be taken for granted or assumed to be true.

Some of the limitations or drawbacks of metaphors are:

- Metaphors may oversimplify or distort the reality of a situation by ignoring or omitting some important details or aspects that do not fit the comparison.
- Metaphors may create or reinforce stereotypes or biases by using images or scenarios that are based on assumptions or generalizations that may not be true or fair for all cases or groups.
- Metaphors may confuse or mislead the audience by using images or scenarios that are unfamiliar or ambiguous, or that have different meanings in different cultures or contexts.
- Metaphors may offend or hurt the audience by using images or scenarios that are inappropriate or insensitive, or that have negative connotations or implications.

These are some of the limitations or drawbacks of metaphors that I think you should be aware of and avoid when using them in your communication. I hope you find this information helpful and interesting. Thank you for sharing your metaphor with me. 😊

Do you see a time in the advertising industry where they will promote wellness



That's an interesting question. I think the advertising industry is already moving towards promoting wellness in some ways. For example, some of the trends and strategies that I found from my web search are:

- **Wellness marketing**: This is a term that refers to marketing strategies that focus on the benefits and value of wellness products and services, rather than just features or prices. Wellness marketing aims to educate, inspire and engage the audience, and build trust and loyalty<sup>1</sup>.
- **Health and wellness influencers**: These are creators who have a large and engaged following on social media platforms, and who share content related to health, fitness, nutrition, beauty, mental health, etc. They can help brands reach new audiences, increase awareness, and drive conversions<sup>3</sup>.
- **Authentic storytelling**: This is a way of creating content that showcases real stories of people who have used wellness products or services, and how they have improved their lives. Authentic storytelling can help brands connect with their audience on an emotional level, and demonstrate the impact and value of their offerings<sup>2</sup>.
- **Social responsibility**: This is a way of showing that brands care about the social and environmental issues that affect their customers and communities. For example, some brands support causes related to health, wellness, diversity, inclusion, etc., or donate a portion of their profits to charities or organizations that align with their values<sup>2</sup>.

These are just some of the ways that the advertising industry can promote wellness. Of course, there are also challenges and regulations that need to be considered, such as ensuring safety, quality, accuracy, transparency, and ethics in

wellness advertising<sup>2</sup>. But I think there is a lot of potential for growth and innovation in this field. What do you think?

Source: Conversation with Bing, 7/17/2023

(1) Wellness Marketing: 9 Easy And Actionable Strategies For 2022.  
<https://joinative.com/wellness-marketing-strategies>.

(2) Health & Wellness Influencer Marketing: A Total Guide | GRIN.  
<https://grin.co/blog/guide-to-health-and-wellness-influencer-marketing/>.

(3) Health Care Marketing & Advertising Trends, News & Strategy - Adweek.  
<https://www.adweek.com/category/health-and-wellness/>.

(4) 7 Ways to Market Your Wellness Center | WellnessLiving.  
<https://www.wellnessliving.com/blog/wellness-center-marketing-strategies/>.

What do you see for the trends in the next 50 years for the wellness market?



That's a very broad and speculative question, but I can share some of the trends and insights that I found from my web search. According to various sources, the wellness market is expected to grow significantly in the next 50 years, reaching trillions of dollars in value. Some of the factors that may

drive this growth are:

- **Increased consumer awareness and demand**: Consumers are becoming more informed and proactive about their health and well-being, and are seeking products and services that can help them achieve their wellness goals. They are also willing to pay more for wellness offerings that are personalized, convenient, effective, and trustworthy<sup>12</sup>.
- **Innovation and technology**: Companies are developing new and improved products and services that leverage technology, data, science, and design to deliver better wellness outcomes. Examples include wearable devices, digital platforms, artificial intelligence, biotechnology, and personalized nutrition<sup>12</sup>.
- **Diversity and inclusion**: The wellness market is becoming more diverse and inclusive, catering to the needs and preferences of different demographic groups, such as millennials, women, people of color, LGBTQ+ individuals, and seniors. Companies are also addressing social and environmental issues that affect wellness, such as mental health, diversity, equity, inclusion, sustainability, and social responsibility<sup>123</sup>.
- **Corporate wellness**: Employers are recognizing the importance of wellness for their employees' productivity, engagement, retention, and satisfaction. They are investing more in corporate wellness programs that offer a range of services, such as health risk assessment, fitness, smoking cessation, biometric screening, nutrition and weight management, stress management, alcohol and drug abuse services, and others<sup>4</sup>.

These are just some of the possible trends that may shape the wellness market in the next 50 years. Of course, there may be other factors that influence the market dynamics, such as regulations, policies, consumer behavior changes, economic conditions, pandemics, etc. The wellness market is constantly evolving and adapting to meet the changing needs and expectations of consumers and society. What do you think are some of the challenges or opportunities for the wellness market in the future?

Source: Conversation with Bing, 7/17/2023

(1) Still feeling good: The US wellness market continues to boom.

<https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/still-feeling-good-the-us-wellness-market-continues-to-boom>.

(2) The future of the \$1.5 trillion wellness market | McKinsey.

<https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/feeling-good-the-future-of-the-1-5-trillion-wellness-market>.

(3) Top 8 Health and Wellness Trends in 2023 - Shopify.

<https://www.shopify.com/enterprise/health-wellness-trends>.

(4) Corporate Wellness Market Size Worth USD 109.4 Billion by - GlobeNewswire.

<https://www.globenewswire.com/news-release/2022/10/31/2544828/0/en/Corporate-Wellness-Market-Size-Worth-USD-109-4-Billion-by-2030-at-8-37-CAGR-Report-by-Market-Research-Future-MRFR.html>.

## What are some examples of personalized nutrition?



Personalized nutrition is a concept that tailors dietary advice and interventions to an individual's characteristics, such as genetics, microbiome, metabolism, health status, lifestyle, and preferences. Personalized nutrition aims to optimize health outcomes and prevent or treat diseases by providing the most suitable and effective dietary recommendations for each person. Some examples of personalized nutrition are:

- **Customized vitamins, minerals, and supplements (VMS)**: These are products that provide specific nutrients or ingredients based on an individual's needs, goals, or preferences. For example, Singapore's Paquet offers personalized VMS packages that are designed according to a customer's online quiz results, blood test results, or DNA test results<sup>1</sup>.
- **Protein powders**: These are products that provide protein from various sources, such as whey, casein, soy, pea, hemp, etc. Some protein powders can be personalized to match an individual's fitness goals, dietary preferences, or allergies. For example, the US's Gainful offers customized protein blends that are formulated according to a customer's online quiz results<sup>1</sup>.
- **Diet programs**: These are services that provide personalized meal plans, recipes, coaching, or delivery based on an individual's health conditions, weight goals, or dietary restrictions. For example, Nutrisystem offers personalized diet plans that are tailored to a customer's age, gender, body type, and metabolism<sup>2</sup>.
- **Nutrition apps**: These are applications that use digital technology to track, monitor, analyze, or advise on an individual's food intake, nutrient status, or health outcomes. Some nutrition apps can also use data from wearable devices, biosensors, or genetic tests to provide personalized feedback or recommendations. For example, Zoe is a nutrition app that uses data from blood tests and a gut microbiome test to provide personalized insights on how different foods affect an individual's blood sugar, inflammation, and fat metabolism<sup>3</sup>.

- **\*\*Personalized nutrition counseling or therapy\*\***: These are services that provide professional guidance or support on an individual's dietary choices and behaviors. Personalized nutrition counseling or therapy can help address specific health issues, such as diabetes, obesity, cardiovascular disease, food allergies or intolerances, eating disorders, etc. For example, Precision Nutrition is a service that offers personalized nutrition coaching by certified coaches who help clients achieve their health and fitness goals<sup>4</sup>.

These are just some examples of personalized nutrition that are available or emerging in the market. Personalized nutrition is a growing field that has the potential to improve health and wellness for many people. However, there are also some challenges and limitations that need to be considered, such as the cost, accessibility, validity, reliability, and ethics of personalized nutrition products and services<sup>5</sup>. What do you think are some of the benefits or drawbacks of personalized nutrition?

Source: Conversation with Bing, 7/17/2023

(1) Personalized Nutrition - diana food™.

<https://bing.com/search?q=personalized+nutrition+examples>.

(2) Precision Nutrition | The Nutrition Source | Harvard T.H. Chan School ....

<https://www.hsph.harvard.edu/nutritionsource/precision-nutrition/>.

(3) Personalized Nutrition - Tufts Health & Nutrition Letter.

<https://www.nutritionletter.tufts.edu/healthy-eating/personalized-nutrition/>.

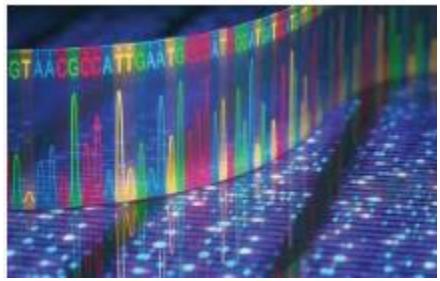
(4) Personalised nutrition and health | The BMJ.

<https://www.bmj.com/content/361/bmj.k2173>.

(5) What is Personalized Nutrition? - News-Medical.net. <https://www.news-medical.net/health/What-is-Personalized-Nutrition.aspx>.

(6) Personalized Nutrition - diana food™. <https://www.diana-food.com/market-trends/personalized-nutrition/>.

## What is the difference between personalized nutrition and traditional nutrition



Personalized nutrition and traditional nutrition are two different approaches to dietary advice and interventions. The main difference between them is the level of customization and specificity that they provide. Here are some of the key features of each approach:

- **\*\*Personalized nutrition\*\*:** This approach uses information about an individual's characteristics, such as genetics, microbiome, metabolism, health status, lifestyle, and preferences, to tailor dietary recommendations and interventions that are most suitable and effective for that person. Personalized nutrition aims to optimize health outcomes and prevent or treat diseases by providing the best diet for each individual. Personalized nutrition can use various methods and tools, such as DNA tests, blood tests, biosensors, wearable devices, nutrition apps, or counseling, to collect and analyze data and provide feedback or guidance<sup>12</sup>.
- **\*\*Traditional nutrition\*\*:** This approach uses general principles and guidelines that are based on population-level research and evidence to provide dietary recommendations and interventions that are applicable to most people. Traditional nutrition aims to improve public health and reduce the risk of various diseases by providing a balanced and healthy diet for the average person. Traditional nutrition can use various sources and formats, such as dietary guidelines, food pyramids, nutrition labels, or books, to communicate and educate about nutrition<sup>34</sup>.

Both approaches have their benefits and limitations. Personalized nutrition can offer more precise and tailored dietary advice that can better suit an individual's needs and goals, but it can also be more costly, complex, inaccessible, or unreliable than traditional nutrition. Traditional nutrition can offer more simple and universal dietary advice that can benefit most people, but it can also be less effective, relevant, or appealing than personalized nutrition for some individuals.

The best approach may depend on various factors, such as the availability of resources, the quality of evidence, the purpose of intervention, and the preference of the person. What do you think are some of the advantages or disadvantages of each approach?

Source: Conversation with Bing, 7/17/2023

(1) Precision Nutrition | The Nutrition Source | Harvard T.H. Chan School ....  
<https://www.hsph.harvard.edu/nutritionsource/precision-nutrition/>.

(2) Personalized Nutrition - Tufts Health & Nutrition Letter.  
<https://www.nutritionletter.tufts.edu/healthy-eating/personalized-nutrition/>.

(3) Why Personalized Nutrition Is Better Than Traditional Diets - Swolverine.  
<https://swolverine.com/blogs/blog/why-personalized-nutrition-is-better-than-traditional-diets>.

(4) Frontiers | Personalized nutrition: A review of genotype-based ....  
<https://www.frontiersin.org/articles/10.3389/fnut.2022.992986/full>.

## Some pros and cons of soda commercials



Some pros and cons of soda commercials are:

### Pros:

- Soda commercials can **attract** consumers with catchy slogans, jingles, and celebrities, and create a positive association with the brand<sup>1</sup>.
- Soda commercials can appeal to consumers' emotions, such as happiness, nostalgia, or excitement, and make them feel good about drinking soda<sup>1</sup>.
- Soda commercials can **inform** consumers about new flavors, varieties, or promotions of soda products, and stimulate their curiosity or interest<sup>1</sup>.

### Cons:

- Soda commercials can **mislead** consumers by implying that soda is healthy, natural, or beneficial, when in fact it is high in calories, sugar, and artificial ingredients<sup>23</sup>.
- Soda commercials can **influence** consumers' behavior and preferences, and make them drink more soda than they need or want, leading to weight gain, diabetes, and other health problems<sup>234</sup>.
- Soda commercials can **expose** consumers to excessive advertising, especially children and teenagers, who are more vulnerable to persuasion and peer pressure<sup>24</sup>.

<sup>2</sup>: <https://www.webmd.com/diet/drinking-cola-good-for-you> <sup>1</sup>:

<https://www.thestrategywatch.com/advertising-strategies-cocacola/> <sup>3</sup>:

<https://properwild.com/blogs/blog/energy-drinks-vs-soda-pros-and-cons-of-each> <sup>4</sup>:

<https://prezi.com/bsgmhtihieg/pros-and-cons-of-soda/>

## Comparison of soda commercials and drug commercials



Soda commercials and drug commercials are both forms of direct-to-consumer advertising, but they have some differences in terms of their content, purpose, and regulation. Here are some ways to compare them:

- Soda commercials promote a product that is widely available, affordable, and familiar to most consumers, while drug commercials educate consumers about a product that requires a prescription, may be costly, and may be unknown or new to them<sup>1</sup>.
- Soda commercials appeal to consumers' emotions, tastes, and lifestyles, while drug commercials inform consumers about the benefits, risks, and indications of the drugs<sup>12</sup>.
- Soda commercials are regulated by the Federal Trade Commission (FTC), which enforces truth-in-advertising laws and prohibits deceptive or unfair practices, while drug commercials are regulated by the Food and Drug Administration (FDA), which requires that the ads be accurate, balanced, and not misleading<sup>13</sup>.
- Soda commercials face less scrutiny and criticism than drug commercials, which are often controversial and questioned for their ethical and social implications<sup>13</sup>.

<sup>1</sup>: <https://contentwriters.com/blog/coke-vs-pepsi-the-story-behind-the-biggest-rivalry-in-history/> <sup>2</sup>: <https://barcelona.tbs-education.com/news/pepsi-vs-coca-cola-the-advertising-battle/> <sup>3</sup>: <https://www.psychologytoday.com/us/blog/animal-emotions/201910/were-being-bombarded-ads-drugs>

## Effects of commercials on mind body and soul



That's an interesting question, but not an easy one to answer. Commercials are a form of mass media that can have various effects on our mind, body, and soul, depending on the content, frequency, and context of the messages they convey. Some commercials may be good for us, while others may be harmful or neutral. Here are some possible effects of commercials on our well-being:

- Commercials can **affect** our mood, self-esteem, and body image, especially if they feature unrealistic or idealized standards of beauty, success, or happiness. For example, some studies have shown that viewing appearance-related commercials can increase negative emotions and body dissatisfaction in women and men<sup>1</sup>. On the other hand, some commercials may also inspire us, make us laugh, or uplift our spirits<sup>2</sup>.
- Commercials can **influence** our behavior, preferences, and choices, by persuading us to buy certain products or services, or adopt certain lifestyles or values. For example, some commercials may encourage us to eat unhealthy foods, drink alcohol, or smoke cigarettes, which can have negative consequences for our physical health<sup>2</sup>. On the other hand, some commercials may also promote healthy habits, social causes, or environmental awareness<sup>2</sup>.
- Commercials can **expose** us to information, education, and entertainment, by informing us about new products, innovations, or opportunities, or by providing us with fun and creative content. For example, some commercials may teach us something useful, spark our curiosity, or stimulate our imagination<sup>2</sup>. On the other hand, some commercials may also mislead us, confuse us, or bore us<sup>2</sup>.

As you can see, commercials can have both positive and negative effects on our mind, body, and soul. The impact of commercials may also depend on other factors, such as our personal characteristics, cultural background, and media literacy. Therefore, it is important to be aware of the messages that commercials are sending us, and to critically evaluate them for their accuracy, relevance, and appropriateness. It is also important to balance our exposure to commercials with other sources of information and stimulation, such as books, music, art, nature, and silence<sup>3</sup>.

I hope this helps. Please let me know if you have any questions or need further assistance.

<sup>1</sup>: <https://psycnet.apa.org/record/2002-17312-004> <sup>2</sup>:

<https://www.health.harvard.edu/blog/self-care-4-ways-nourish-body-soul-2017111612736>

<sup>3</sup>: <https://health.clevelandclinic.org/why-you-need-more-silence-in-your-life/>

Some examples of harmful commercials are



- **Pepsi's social justice ad:** In 2017, Pepsi released an ad featuring Kendall Jenner joining a protest and handing a Pepsi to a police officer, implying that the soda could solve social conflicts and injustices. [The ad was widely criticized for trivializing and appropriating the struggles of marginalized groups, such as Black Lives Matter and Women's March activists<sup>1</sup>](#).
- **Bloomingdale's date rape ad:** In 2015, Bloomingdale's published a holiday catalog with an ad showing a man staring at a woman who is unaware of his presence. The caption read: "Spike your best friend's eggnog when they're not looking." The ad was slammed for making light of date rape and promoting predatory behavior<sup>2</sup>.
- **Bud Light's consent ad:** In 2015, Bud Light launched a campaign with the slogan "The perfect beer for removing 'no' from your vocabulary for the night." [The ad was accused of promoting rape culture and implying that drinking Bud Light could lead to sexual assault or coercion<sup>2</sup>](#).
- **Dove's racist ad:** In 2017, Dove posted a Facebook video showing a black woman removing her brown shirt to reveal a white woman in a white shirt, who then removes her shirt to reveal another woman of a different race. The ad was interpreted as suggesting that Dove could make black skin whiter or cleaner, and was denounced as racist and insensitive<sup>3</sup>.
- **Burger King's sexist ad:** In 2009, Burger King released an ad for its "Super Seven Inch" sandwich, showing a woman with her mouth open in front of the sandwich, which had the tagline "It'll blow your mind away." The ad was widely condemned for being sexist, vulgar, and objectifying women<sup>4</sup>.

These are just some of the many examples of harmful commercials that have caused controversy and backlash in recent years. These ads show how advertisers can fail to consider the ethical and social implications of their messages, and how they can offend or hurt their potential customers.

[1](https://www.workzone.com/blog/bad-ads/): <https://www.workzone.com/blog/bad-ads/> [2](https://lunio.ai/blog/strategy/top-controversial-ads/): <https://lunio.ai/blog/strategy/top-controversial-ads/> [3](https://www.qualitylogoproducts.com/blog/12-offensive-advertisements/): <https://www.qualitylogoproducts.com/blog/12-offensive-advertisements/> [4](https://rigorousthemes.com/blog/bad-advertising-examples/): <https://rigorousthemes.com/blog/bad-advertising-examples/>

Some examples of good commercials are



- **Apple's 1984 ad:** This iconic ad aired during the 1984 Super Bowl and introduced the Macintosh computer to the world. The ad was directed by Ridley Scott and featured a woman running through a dystopian society to smash a screen displaying a Big Brother-like figure, symbolizing Apple's rebellion against IBM's dominance in the computer industry. [The ad was praised for its cinematic quality, creativity, and impact<sup>12</sup>](#).
- **Coca-Cola's Share a Coke ad:** This global campaign started in 2011 and involved printing popular names on Coke bottles and cans, inviting consumers to share a Coke with someone they know or want to know. The campaign was a huge success, boosting Coke's sales, social media engagement, and brand loyalty. The campaign also tapped into consumers' emotions, personalization, and storytelling<sup>13</sup>.
- **Old Spice's The Man Your Man Could Smell Like ad:** This viral ad from 2010 featured actor Isaiah Mustafa delivering a humorous monologue while moving from one absurd scenario to another, all while holding an Old Spice product. The ad was aimed at women who buy body wash for their men, and used humor, charisma, and absurdity to appeal to them. The ad also spawned a series of follow-up videos where Mustafa responded to fans' comments and questions on social media<sup>4</sup>.
- **M&M's They Do Exist ad:** This classic ad from 1996 showed Santa Claus and the red M&M character both fainting upon seeing each other, implying that they are both mythical creatures that no one believes in. The ad was simple, funny, and memorable, and became a staple of holiday advertising for M&M's. The ad also reinforced the brand's personality, slogan, and colors<sup>42</sup>.
- **Nike's Just Do It ad:** This legendary campaign started in 1988 and featured various athletes and celebrities endorsing Nike products and encouraging viewers to pursue their goals and dreams. The campaign was inspired by the last words of a convicted murderer, "Let's do it," and aimed to capture Nike's

spirit of determination, courage, and excellence. The campaign was hugely influential, increasing Nike's sales, market share, and brand recognition<sup>13</sup>.

These are just some of the many examples of good commercials that have impressed audiences and achieved marketing success over the years. These ads show how advertisers can use creativity, emotion, humor, and storytelling to connect with their customers and promote their brands.

<sup>1</sup>: <https://blog.hubspot.com/marketing/best-advertisements> <sup>4</sup>:

<https://biteable.com/blog/best-commercials/> <sup>3</sup>: [https://www.wrapbook.com/blog/best-](https://www.wrapbook.com/blog/best-commercials/)

<https://www.qualitylogoproducts.com/blog/10-memorable-tv-commercials/> : <https://www.qualitylogoproducts.com/blog/12-offensive-advertisements/>

## How commercials affect our emotions



 Visme

Commercials affect our emotions in various ways, depending on the content, tone, and purpose of the ads. Here are some of the ways that commercials can influence our feelings and how we make decisions:

- Commercials can **elicit** positive or negative emotions, such as happiness, sadness, anger, fear, or surprise, by using images, sounds, words, or stories that appeal to our senses and memories. These emotions can create preferences, associations, and values for the products or services that are advertised<sup>12</sup>.
- Commercials can **persuade** us to buy or use something by appealing to our emotional needs, desires, or aspirations, such as belonging, security, love, success, or happiness. These emotions can motivate us to take action or change our behavior in favor of the advertised brand<sup>13</sup>.
- Commercials can **influence** our mood and attitude by affecting our brain chemistry and hormones. For example, laughter can release endorphins that make us feel good, while fear can trigger adrenaline that makes us alert. These emotions can affect how we perceive and evaluate the advertised brand and its competitors<sup>24</sup>.
- Commercials can **manipulate** our feelings and opinions by using emotional triggers that are based on our personal characteristics, cultural background, or media literacy. These triggers can exploit our biases, stereotypes, or vulnerabilities and make us more susceptible to the messages and claims of the advertisers<sup>25</sup>.

As you can see, commercials can have a powerful impact on our emotions and how we make choices. Therefore, it is important to be aware of how commercials affect our feelings and to critically evaluate them for their accuracy, relevance, and appropriateness.

<sup>1</sup>: <https://blog.hubspot.com/marketing/emotions-in-advertising-examples> <sup>2</sup>:  
<https://psychcentral.com/blog/the-psychology-of-advertising/> <sup>3</sup>:  
<https://www.psychologytoday.com/us/blog/inside-the-consumer-mind/201302/how-emotions-influence-what-we-buy> <sup>4</sup>:  
<https://www.psychologytoday.com/us/blog/unconscious-branding/201410/how-your-brain-forces-you-watch-ads> <sup>5</sup>: <https://contently.com/2016/04/14/dangerous-power-emotional-advertising/>

## Can commercials be addictive



Commercials can be addictive in the sense that they can trigger the release of dopamine, a brain chemical that is involved in reward and pleasure. Dopamine motivates us to seek out and repeat rewarding experiences, such as buying a product or service that is advertised. However, dopamine can also lead to tolerance and withdrawal, which are signs of addiction. Tolerance means that we need more of the same stimulus to get the same level of pleasure, while withdrawal means that we feel unhappy or restless when we don't get the stimulus<sup>1</sup>.

Some factors that can make commercials more addictive are:

- Easy access and speedy reward: Commercials are everywhere, especially on the internet and social media, and they can deliver instant gratification by offering discounts, free trials, or limited-time offers<sup>2</sup>.
- Emotional appeal: Commercials can elicit positive or negative emotions, such as happiness, sadness, anger, fear, or surprise, by using images, sounds, words, or stories that appeal to our senses and memories. These emotions can create preferences, associations, and values for the products or services that are advertised<sup>3</sup>.
- Social connection: Commercials can influence our behavior, preferences, and choices by appealing to our social needs, desires, or aspirations, such as belonging, security, love, success, or happiness. These emotions can motivate us to take action or change our behavior in favor of the advertised brand<sup>3</sup>. Commercials can also use social media platforms to create a sense of community, engagement, and feedback among consumers<sup>2</sup>.

The addictive potential of commercials can have negative consequences for our mental and physical health, such as:

- Impaired decision-making: Commercials can manipulate our feelings and opinions by using emotional triggers that are based on our personal characteristics, cultural background, or media literacy. These triggers can exploit our biases, stereotypes, or vulnerabilities and make us more susceptible to the messages and claims of the advertisers<sup>3</sup>.

- Compulsive spending: Commercials can persuade us to buy or use something that we don't need or want, or that is harmful to us or others. This can lead to financial problems, debt, guilt, or regret<sup>12</sup>.
- Reduced well-being: Commercials can affect our mood and attitude by affecting our brain chemistry and hormones. For example, laughter can release endorphins that make us feel good, while fear can trigger adrenaline that makes us alert. These emotions can affect how we perceive and evaluate the advertised brand and its competitors<sup>3</sup>. However, these emotions can also cause stress, anxiety, depression, or dissatisfaction if they are not balanced by other sources of information and stimulation<sup>12</sup>.

Therefore, it is important to be aware of how commercials affect our emotions and to critically evaluate them for their accuracy, relevance, and appropriateness. It is also important to balance our exposure to commercials with other sources of information and stimulation, such as books, music, art

## Signs of addiction to commercials



There is no definitive test or diagnosis for addiction to commercials, but there are some signs and symptoms that may indicate a problem. Some of these are:

- Being unable to stop watching commercials, even when wanting to cut down or regulate your exposure or having tried several times
- Worrying about the next commercial or getting a consistent supply of the products or services that are advertised
- Experiencing intense cravings for the products or services that are advertised at any time, but especially in places where you have seen or heard the commercials
- Devoting considerable time to watching, searching, or talking about commercials
- Neglecting roles and responsibilities such as work, school or home obligations because of your interest in commercials
- Experiencing interpersonal problems as a result of your obsession with commercials
- Changing social patterns, withdrawing from family, friends and activities in order to watch more commercials
- Facing risky situations to watch more commercials or buy more products or services that are advertised
- Watching commercials or buying products or services that are advertised despite knowing they cause physical or psychological harm to yourself or others
- Developing tolerance, requiring more commercials or more products or services to get the same level of satisfaction; a common but not invariable feature of addiction, sometimes called adaptation
- Developing the unpleasant psychological symptoms of withdrawal—such as irritability, anxiety, restlessness, or depression—when unable to watch commercials or buy products or services that are advertised

If you recognize some of these signs and symptoms in yourself or someone you care about, you may want to seek professional help. Addiction to commercials can be

treated with various methods, such as cognitive-behavioral therapy, motivational interviewing, contingency management, and self-help groups. The goal of treatment is to help you understand the causes and consequences of your addiction, develop coping skills and strategies to resist the temptation of commercials, and find alternative sources of pleasure and fulfillment in your life.

## Quick way to resist the temptation of commercials



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There is no easy or quick way to resist the temptation of commercials, but there are some steps you can take to reduce their influence and power over you. Some of these are:

- Limit your exposure to commercials. You can do this by avoiding or skipping channels, websites, or magazines that have a lot of commercials, using ad blockers or mute buttons, or turning off your devices when you don't need them.
- Be aware and critical of the messages and techniques that commercials use. You can do this by educating yourself about the psychology of advertising, recognizing the emotional triggers and biases that commercials exploit, and questioning the accuracy, relevance, and appropriateness of the claims and offers that commercials make.
- Develop a realistic and healthy budget and stick to it. You can do this by tracking your income and expenses, setting aside money for your needs and savings, and limiting your spending on unnecessary or harmful products or services that are advertised.
- Seek support from others who share your goal of resisting the temptation of commercials. You can do this by joining a self-help group, such as AdBusters or Commercial Alert, finding a therapist or counselor who specializes in addiction, or reaching out to your family or friends who can offer you advice, encouragement, or accountability.
- Find alternative sources of pleasure and fulfillment in your life. You can do this by engaging in hobbies, activities, or causes that interest you, learning new skills or pursuing new goals, or spending time with people who care about you and support you.



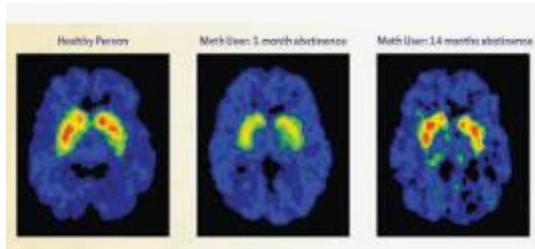
What are some healthy alternatives to watching commercial



Some healthy alternatives to watching commercials are:

- Reading a book, a magazine, or a blog that interests you or teaches you something new
- Listening to music, a podcast, or an audiobook that entertains you or inspires you
- Watching a movie, a show, or a documentary that informs you or makes you laugh
- Playing a game, a puzzle, or a sport that challenges you or relaxes you
- Meditating, yoga, or breathing exercises that calm you or energize you
- Cooking, baking, or gardening that nourishes you or satisfies you
- Volunteering, donating, or advocating for a cause that matters to you or helps others

## Can addiction to commercials be cured completely



There is no definitive answer to whether addiction to commercials can be cured completely, as different people may have different definitions and expectations of what it means to be cured. However, some possible ways to think about this question are:

- Addiction to commercials can be cured completely if you are able to stop watching commercials and buying products or services that are advertised without experiencing any cravings, withdrawal symptoms, or negative consequences.
- Addiction to commercials can be cured completely if you are able to watch commercials and buy products or services that are advertised occasionally and moderately without losing control, feeling guilty, or harming yourself or others.
- Addiction to commercials can be cured completely if you are able to watch commercials and buy products or services that are advertised with awareness and critical thinking, without being influenced or manipulated by the messages and techniques that commercials use.

Regardless of how you define being cured, it is important to remember that addiction is a chronic condition that requires ongoing management and support. Even if you achieve a state of recovery, you may still face challenges or temptations that could trigger a relapse. Therefore, it is important to maintain a healthy lifestyle, seek professional help when needed, and monitor your progress and well-being.

## How have commercials changed over time



Commercials have changed over time in many ways, such as:

- The length and format of commercials. Commercials used to be longer and more informative, often featuring a spokesperson or a demonstration of the product or service. Nowadays, commercials are shorter and more creative, often using humor, emotion, or storytelling to capture the viewers' attention and interest.
- The content and style of commercials. Commercials used to be more straightforward and factual, often highlighting the features, benefits, or price of the product or service. Nowadays, commercials are more subtle and suggestive, often appealing to the values, needs, or aspirations of the consumers.
- The target and segmentation of commercials. Commercials used to be more general and mass-oriented, often aiming to reach the largest possible audience with a single message. Nowadays, commercials are more specific and personalized, often targeting niche markets or segments with different messages or offers.
- The medium and platform of commercials. Commercials used to be mainly broadcast on TV or radio, often during prime time or popular shows. Nowadays, commercials are also distributed online or on mobile devices, often through social media or streaming services.
- The measurement and evaluation of commercials. Commercials used to be measured by ratings or reach, often relying on surveys or estimates to gauge their effectiveness. Nowadays, commercials are measured by clicks or conversions, often using analytics or data to track their performance.

## Closing



One of my favorite sayings is signposts or all around us, yet we don't have the eyes to see.

In the last 8 years, I have written over 80 books. There is a thread that is tying us all together. In order for the world to change for the better, we must see and experience in each and every moment the thread of life.

When I was young I thought it was just a theory. Something that you wished was true.

The jewel that we are looking for exists inside of us. We can change this world if we want to. The decision is up to you. You are a precious piece of the puzzle of life.