



The science & art of living the way nature intended

The Bond Briefing

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RATIONAL EVIDENCE-BASED COMMENT FOR THE GENERAL PUBLIC & HEALTH PROFESSIONALS. WE SAY EXACTLY WHAT WE THINK

Hints & Tips: Getting Back on Message. **Q of Month:** Mindful Thinking (& Fats). **Jungle Lore:** Blinded by non-science. **Recipes:** Nicole's Mug Bread. **Q&A** Purium Plant Extracts. **News Flashes:** Male Erectile & Sexual Function Depends on Physical Fitness; More on Excess Sitting. **Viewpoint:** Synthesizing Torrents of Info. **Our News:** Radio Interview with Dr Rita Stec – part II.

Hints & Tips

Getting Back on Message

[Last month](#) [1] I talked about how, imperceptibly, Nicole and I had drifted off course and we were getting a little chubbier. Initially I blamed it on the increased intake of raw nuts and Nicole's nut-based baked goods. However, in all matters scientific it is vital to have EVIDENCE. So over the last month I have been measuring and quantifying: I started keeping a food diary.



Sample Page:
[Click to enlarge](#)

As suspected, we were violating a basic Bond-Paleo principle:

The intake of high-energy-density food should be no more than 25% of the total.

But it wasn't just nuts. Avocados are cheap and abundant in Cyprus, but eating a couple a day was clocking up some 600 calories alone!

Moreover, in order to BALANCE the high intake of omega-6-rich nuts, I had INCREASED the intake of oily fish too. But weight for weight, salmon has twice the calories of white fish like cod. And intakes of both chocolate (albeit 85%) and alcohol had gradually gotten out of hand too.

"What?" I hear you say, "Calorie counting?" Well, it IS true that: *'Not all Calories are the same'*, [May 2013](#) [2]. **Cont: p. 3**

Question of Month

Mindful Thinking (& Fats)

Q. Ty Bollinger, USA, claims that Canola (rapeseed) oil may be killing you. He says that all vegetable oils contain oxidized fats - called mega trans fats. Dr. Mary Enig, a nutritional biochemist, has found trans-fats in Canola oil as high as 46% after processing. I'm confused!

A. The Internet is a hotbed of conspiracy theories and crackpot ideas. See *'Rebutting the Paleo Deniers'*, [Dec 2014](#) [3]

How to make any sense out of it? In her book *'Mastermind'* [4], cognitive psychologist Maria Konnikova makes the point that, unlike the 'mindful thinking' of Sherlock Holmes, the average human brain (like Watson's) is easily distracted by trivialities and irrelevancies; it is ill-equipped to see through its own fog of prejudice, feelings, and gut-reactions; it doesn't realize that others are operating with prejudice, feelings and gut-reactions too; it has difficulty seeing behind misdirection, humbug, lies and con-trickery; it tends to believe what it wants to hear; it has trouble detecting the essentials in complexity.

Ty Bollinger is a chartered accountant who, as a personal cause, has taken on the medical establishment's standard protocols for cancer treatment. OK, we like mavericks, but most are delusional. Use 'Mindful Thinking' to decide whether Ty's ideas are sound. **Cont: p. 4**

Jungle Lore

Blinded by non-science



Beware of trivial graphs and formulas, warns research from Cornell University [5].

The study showed that when a graph – with no new information – was added to the description of a medication, 96.6 percent of people believed that the medicines were effective in reducing illness versus 67.7 percent of people who were shown the product information without the graph.

"Even those with professed faith in science were more likely to be swayed by trivial scientific-looking product information," said Tal. "What this means is that when you read claims about new products, whether it's a medication or a new technology, you should ask yourself, 'where does this information come from?', 'what's the basis for the claims being made?' Don't let things that look scientific, but don't tell you anything, fool you. Sometimes a graph is just a feel-good picture!"

My View? In other words, get into the habit of Mindful Thinking, just like Sherlock Holmes! See:

- *'Mindful Thinking'*, this page;
- *'Purium Plant Extracts'*, page 2;
- *'Synthesizing Torrents of Info'*, page 2.

Recipes

Nicole's Mug Bread
Yield: 6-7 slices



Mug Bread Cooked in Mug. [Click](#)



Mug Bread Demolded, Sliced [Click](#)

You will surprise your family by preparing fresh, warm bread for breakfast in a heartbeat!
Prepared in 2 minutes. Total time (including cooking) up to 5 minutes.
Eat warm from the microwave oven or store in the fridge.

- 1 large egg, omega-3
 - 1/3 cup almond flour
 - 1 Tablesp. flax seed flour (or coconut flour)
 - 1/2 teaspoon baking powder
 - 1 or 2 pinches of salt
 - 1 1/2 Tablesp. coconut oil (or olive oil)
 - 1 Tablesp. water
1. Grease a straight-shaped coffee mug.
 2. Whisk the egg with a fork in a small mixing bowl.
 3. Add all the other ingredients and mix together, using the fork.
 4. Pour the mixture into the mug.
 5. Microwave on 600 Watt up to 3 minutes, check often.
 6. Cool for a couple of minutes.
 7. Pop out of mug gently and slice into slices.

Question

Purium Plant Extracts

Q. *What do you make of Purium products [6]? They are bottled extracts of all kinds of good things for example berries like Goji and so forth, all GMO-free and organic.*

A. This is a case for Sherlock Holmes and some 'Mindful Thinking' (page 1). What do we see on arrival at the Purium website? Cheery photos scrolling by of happy, beautiful people accompanied by vacuous slogans: 'Pure Love', 'Pure Energy', 'Pure Freedom' This is highly manipulative copy designed to soften our brains into mush. So far we have no idea what they are trying to sell! Indeed one soon realizes that this website is really hot on marketing, hooking the emotions, and feel-good image appeal. In other words, it goes straight to our psychological hot-buttons.

Immediately the alarm bells sound: this has all the hallmarks of a multi-level marketing company selling an over-hyped product at fancy prices. As for the products, more hot-buttons: "...ancient arts of Chinese medicine, Ayurvedic medicine, Amazonian herbs, the shamanic healing art...", blah, blah, blah.

It goes on: "We've captured the most potent whole food plant extracts from around the globe" and of course the products are free of artificial colors, sweeteners, and 'excess sugar' and 'excess fat' (whatever 'excess' means).

Products? Cleverly Purium has a product for every category of consumer from health-conscious moms to athletes to weight watchers. But what is actually in them?

Hard data is buried deep but yes, the Power Kids listing (notice the hot-button word 'Power'), the Power Kids listing starts: 'Organic Certified rice protein, Organic Certified palm sugar, Organic Certified chlorella*...' In fact, they so befuddle us with the repetition of 'Organic Certified' that we don't notice how they slip in rice

* Chlorella - a nutrient rich alga.

protein and palm sugar as the major components. The price? You can't find that out until you are thoroughly hooked. Then you find can have 30 servings of this magic potion for just \$85.74. And the multi-level marketing? Oh yes, it is right there. An innovative formula which promises instant returns plus income 'through an infinite number of levels'.

My view? The products are not rubbish, but heavily over-priced. Is it worth it to the consumer? On a purely rational basis, certainly not. Dried out fruits (and so forth) are never as good as the real thing and the consumer could get a better benefit from a 12 oz bag of frozen blueberries for \$2.99. Nevertheless, this logical, Sherlock approach cannot compete with the warm glow of virtuous satisfaction felt by a doting mom spending \$\$\$hundreds every month on what she FEELS will provide extraordinary benefit for her kids and family.

As for the Purium Seller, Purium has a created a marketing formula that will surely sell well to anyone with a 'Watson' brain. That means many more customers than just those who are naïve, gullible and hopeful. See also: 'Blinded by non-science' p.1.

News Flashes

Male Erectile & Sexual Function Depends on Physical Fitness

Physical activity was an ever-present feature of ancestral lives to the point where our bodies expect it to be there and, if not, things go wrong.

So it goes, seemingly for male erectile and sexual function.

According to a Cedars-Sinai Medical Center study, those men who reported more frequent exercise, a total of 18 "Metabolic Equivalents", or METS, per week, had higher sexual function scores [7].

METs are a combination of the total time of exercise and the intensity of exercise.

A total of 18 METS can be achieved by combining exercises with different intensities, but is the equivalent of two hours per week of strenuous exercise, such as running or swimming, or 3.5 hours per week of moderate exercise, or six hours per week of light exercise.

My View? Just two hours a week of 'Strenuous' activity is enough? In fact the study characterized those who achieved 18 METS per week as 'Highly active'!

If this is to be believed, there is no excuse for anyone except the comatose for not reaching this level.

By the way, the MET has, as its baseline, the energy expended whilst asleep – 1 MET. So just by staying in bed you can clock up 7 METs a week. But the 18 METs come on top of that!

See: '*Erectile Dysfunction (Impotence)*', [Chapter 9](#), page 240, *Deadly Harvest* [8].

More on Excess Sitting

Every so often a new study comes out finding yet more mischief in sitting for too long. The latest found an increase in artery calcification – each hour of sedentary time on average increased the calcification burden by 14% [9].

Using instrumentation (not unreliable self-reporting) they found that study participants sat for an average of 5 hours per day.

My View? If you have a desk-bound job, it is hard to get control of this, as I know only too well. As I write this Briefing I alternately stand up to work, or I set a timer to remind me to walk around for a couple of minutes every half hour. I can't believe how frequently that comes around!

See: '*Too much sitting is bad for you*', [June 2014](#) [10].

Viewpoint

Synthesizing Torrents of Info

E. O. Wilson ([last month](#) [11]) says the modern challenge is to distil WISDOM from the overwhelming flood of information. So this is what I try to do during each month for the Briefing. Every day I scan the scientific studies – some 1,000 a month – for items of interest. Of these I select about 100 (10%) for further study.



This image shows this month's listing for just 25% of them. [Click to enlarge](#) [12]

After full scrutiny, I select just a further 10% (about 10 items) for potential treatment in the Briefing. Then I analyze this shortlist in detail and perhaps four or five actually make it into print.

What are the selection criteria? The chief ones are relevance, originality and credibility. But, using 'Mindful Thinking' (page 1) I find that the vast majority of studies offer nothing new, are often poorly done, superficial and misleading.

There is now much disquiet in the thinking scientific community about the shortcomings of the whole business of scientific study, its reporting, and its publishing [13].

We had a taste of it [last month](#) ('*Statins: Two Faced Harlot*' [14]) where Dr David Diamond accused the drugs companies, in their studies no less, of neglecting the serious side-effects of statins and using "statistical deception" to make inflated claims about their effectiveness.

But just in my lifetime I have witnessed the exponential inflation in the volume of studies. This is being driven, in part, by the researcher's need to be published in the name of career advancement [15].

In turn, every researcher makes copious citations of fellow

authors as part of a back-scratching arms-race where the more one is cited the greater the kudos. But, very often I follow the citations in a paper, only to find that they provide little or no support to the assertions being made – they are makeweight and a waste of everyone's time.

There is also the phenomenon of degree inflation where, just in my lifetime, UK university attendance has gone from 5% of the population to 40%, and the degree mills are churning out PhDs each of which needs its own little published study, often thin and contrived.

More on this vexed topic soon.

Our News

Radio Interview

Listen to Part II of my interview with guest host Dr Rita Stec on the Tom Read Show, "It seems to me", broadcast on KTRW.

In this broadcast I discuss with Dr Stec the practicalities of putting into practice our way of living and the thinking behind the strategies. Link:

<http://bit.ly/Bond-audio>

Dr Stec is author of '*A Woman's Home Health Companion*' which draws its inspiration from the health benefits of following a forager lifestyle. More at www.ritajstecmd.com.

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Getting Back on Message

But this presupposes that we are not exceeding the 25% high energy limit.

So, although calorie counting is a black art, it is all we have got and, when needs must, the devil drives.

Indeed I am indebted to a casual remark by Dr Rita Stec (see '*Radio Interview*', p 4). She is a great supporter of my work but confessed a few months ago that she only kept her weight stable by counting calories.

So we upped the intake of salads and colored vegetables, kept intake of low-glycemic fruit about the same, made sure we had

handy snacks of (e.g.) raw carrots and kohlrabi, reduced avocado, and radically cut back on nuts, baked nut goods, chocolate, and alcohol.

By reducing nut intake (with its omega-6 oil) we could still maintain omega-6 to omega-3 balance by replacing SOME oily fish by white fish.

For sweeteners [16] we use mainly xylitol [17] and erythritol [18], with occasional use of carob syrup [19], & honey [20]. This way I kept calorie intake below 1400 per day. This is some 800 below what my normal maintenance intake would be. So it was that I relearned the lesson I often give – the importance of feeling hungry from time to time! Even so we are eating large amounts and at frequent intervals. Anyone interested can download the full diaries as they happen [21]:

<http://bit.ly/Bond-Physicals>

We introduced one interesting foodstuff: GREEN (very unripe) bananas, lightly boiled to remove the bitterness. You may recall that green bananas are not glyceemic, on the contrary, their starch is the 'resistant' sort, so the calorific value is rather less and it behaves as a dietary fiber.

See: Samiya's 'Cooked Green Bananas', [Aug 2013](#) [22]

Result? Nicole is already down to her youthful weight of 106 lb (7 stone 8 lb, 48 kg).

I have been losing 1lb (450 grams) every five days – and still have a little way to go.

[Next Month](#) [23]: More progress and feedback..

Continued from Page 1

Mindful Thinking (& Fats)

Mary Enig has been around a long time with some idiosyncratic ideas about fats for humans. These ideas, on the whole, do not tie in with what we know about our naturally adapted dietary habits. I write about her, and colleague Sally Fallon, in 'Food Pioneer Weston A Price', [Dec 2008](#) [24] and 'Canola Lesion Baloney'. [Feb 2004](#) [25].

However, with regard to Canola (rapeseed) and olive oil, we anyway go for the unprocessed, virgin, cold pressed sort. THEY HAVE NO TRANS-FAT AT ALL.

But even the processed sorts can't have any trans-fats in them without them being specifically HYDROGENATED. Only food manufacturers use this

abomination, notably in commercial baked goods like cakes, cookies, pie crusts and crackers. It will say so on the label – but we don't buy any of these, anyway, do we!

As for oxidized fats, yes, they are a menace, and I write about them regularly. (e.g. 'Heart: Saturated Fats no Worse than Omega-6', [March 2014](#) [26].)

On the other hand, one doesn't have to look as far as oxidized fats in the average westerner's diet to see what is really killing them. Just this week I heard the report that UK cases of stroke in 40-55 year-olds have risen 49% in 15 years. Reason? The usual suspects! "Sedentary behaviors, obesity, unhealthy diets and excessive intakes of salt..."

In the end you must use Mindful Thinking to decide who you listen to!

Postscript: Dr Mary Enig died in September 2014 aged 83 (not bad, not good). She died of... a stroke!

[Next Month](#) [27]: 'More on Mindful Thinking'.



Deadly Harvest: Geoff's latest work encapsulates current thinking on lifestyle anthropology. www.deadlyharvest.com



Paleo Harvest Cookbook: Over 170 delicious, Bond Precept conforming recipes www.paleo-harvest.com

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