

NO ADDED SUGAR

challenge

For 21 days, you'll ditch any sugars or artificial sweeteners that are added to foods to make them sweet. There are over 50 different names for added sugar and during the challenge you'll read food labels to identify and avoid them.

What treats are allowed on the 21-Day Challenge? Choose naturally sweet treats such as whole fruit or treats sweetened with low or zero-calorie naturally-based sweeteners like **Lily's chocolate** (sweetened with stevia & erythritol). **You can enjoy the Sweet Life, with Less Sugar.**

WHY TAKE THE NO ADDED SUGAR CHALLENGE???

- **Added sugar has little to no nutritional benefit.** A diet with added sugar (aka "empty calories") can contribute to weight gain, low energy, bad mood, skin problems like acne or wrinkles, and even chronic diseases such as diabetes, heart disease, and cancer.
- **Create new life habits.** When you cut out added sugar for 21 days, your taste buds change to crave less sweets, so even after the challenge you'll be more likely to keep the good habits you create. Bonus: Use the 21-Day CHALLENGE TRACKER below to record your daily progress.

SUGARS: *allowed vs. avoid*

ALLOWED:

AVOID:

SUGAR FOUND NATURALLY IN FOOD.

- Examples** ■ Whole fruit, unsweetened dried fruit, 100% fruit juice, unsweetened plain yogurt.
- Natural sugar is allowed because it's found in wholesome foods that have nutrients such as fiber, vitamins, and minerals. Even though natural sugars are allowed, it's still sugar so remember to watch portion sizes.

- Pro-Tips** ■ Fresh fruit is the best choice since it's more filling than unsweetened dried fruit or 100% fruit juice.
- Most yogurt and dried fruit has added sugar so read labels carefully.

ZERO-CALORIE NATURALLY-BASED SWEETENERS.

- Examples** ■ Stevia, erythritol, monk fruit.
- Pro-Tip** ■ **Lily's chocolate*** is made with stevia and erythritol and has no added sugar. Sweet!

*Not a low-calorie food. Please see nutrition information for calorie and sugar content.

SUGAR ADDED TO FOOD.

- Examples** ■ Sugar can be found in obvious places like sugar added to coffee, syrups in coffee drinks, soft drinks, and dessert foods like cakes, cookies, pies, ice cream, etc. However, added sugar is often HIDING in most packaged foods, even ones that can seem healthy such as plant milks, dark chocolate, granola bars, protein bars, jerky, yogurt, dried fruit, cereals, pasta sauce, salad dressing, condiments, kombucha, wine, and bread.

- Pro-Tip** ■ To avoid added sugar, you have to read food labels. Check out the LABEL READING section below to help you find all the added sugar that's hiding in your food.

ARTIFICIAL SWEETENERS.

- Examples** ■ Sweeteners like you would find in pink (saccharin), blue (aspartame), and yellow (sucralose) packets.
- Pro-Tip** ■ They are "not allowed" because the spirit of the challenge is to eat more natural & nourishing foods.

LABEL READING *to find added sugar*

On a food label, not all foods list "added sugar" so you're going to have to get savvy about reading the **ingredient list** on a package. There are over 50 different names for sugar, check out the SUGAR SYNONYMS box to help you find sources of hidden sugar.

- Pro-Tips**
- Even if a food says "0 grams" sugar, there still may be sugar in it. Always check the ingredient list to be sure.
 - While some sugars like honey, pure maple syrup, and agave may seem better than white sugar, for purposes of this challenge, they are all still considered added sugar and are "not allowed" on the challenge.
 - "Dextrin" is a fiber, not a sugar. It is sometimes confused with Maltodextrin or Dextrose which are added sugars and have similar names.
 - Remember to focus on eating whole foods not just packaged foods that say "sugar free" or chips that don't have sugar. Whole foods don't usually have food labels such as fruits, vegetables, whole grains, lean meat, poultry, fish, beans, lentils, nuts, and seeds.

SUGAR SYNONYMS *on the food label*

Agave nectar	Dextran	Lactose
Barbados sugar	Dextrose	Malt syrup
Barley malt	Diastatic malt	Maltodextrin
Beet sugar	Diastase	Maltose
Blackstrap molasses	Ethyl maltol	Maple syrup
Brown sugar	Evaporated cane juice	Molasses
Buttered syrup	Florida crystals	Muscovado
Cane juice crystals	Fructose	Organic raw sugar
Cane sugar	Fruit juice	Panocha
Caramel	Fruit juice concentrate	Powdered sugar
Carob syrup	Galactose	Raw sugar
Castor sugar	Glucose	Refiner's syrup
Coconut sugar	Glucose solids	Rice syrup
Confectioner's sugar	Golden sugar	Sorghum syrup
Corn syrup	Golden syrup	Sucrose
Corn syrup solids	Grape sugar	Sugar
Crystalline fructose	High fructose corn syrup	Tapioca Syrup
Date sugar	Honey	Treacle
Dehydrated cane juice	Icing sugar	Turbinado sugar
Demerara sugar	Invert sugar	Yellow sugar

Examples of <i>artificial sweeteners</i> :	Acesulfame-K Advantame	Aspartame Neotame	Saccharin Sucralose
--	---------------------------	----------------------	------------------------

TREAT YO' SELF *with no added sugar*

When you feel like a sweet treat, try one of these allowed ideas:

- Enjoy a handful and savor one by one!
- Have a piece of a Lily's chocolate bar w/ a cup of mint tea.
- Stir Lily's chocolate chips into hot unsweetened plant milk.
- Top apple slices w/ almond butter & a sprinkle of Lily's chocolate chips.
- Melt Lily's chocolate and mix w/ unsweetened plain yogurt or mashed avocado.
- Have a bowl of blueberries topped w/ Lily's chocolate chips.
- Mix Lily's chocolate chips + unsweetened coconut flakes + sliced almonds.
- Mix Lily's chocolate chips + peanuts + freeze dried strawberries.
- Cut banana into thin slices, freeze in a single layer, and eat each frozen slice topped w/ a Lily's chocolate chip.
- Melt Lily's chocolate and use as dip for berries.

CHALLENGE TRACKER

I COMMIT TO 21 DAYS OF NO ADDED SUGAR.

For each day with no added sugar I will give myself a star:

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21

I accomplished _____ days with no added sugar!

LESS SUGAR. SWEET LIFE.