

SoLo Nutrition – FAQ

Why is Solo publicizing the glycemic index numbers of its bars?

- Most consumers care deeply about the food they put in their bodies. Over the past 10 years, transparent food labeling has become the norm. Consumers demand to know what the food they are eating is made of. They expect food manufacturers to be fully transparent so they can make choices right for them. We believe the current Keto trend has brought a lot of attention to carbohydrates. But we feel that consumers are not being given the full picture on carbs.

What do you mean by not being given the full picture?

- When it comes to eating carbs, there are two key factors that affect how the carbs impact our bodies. First, it's the number of carbs. This number is listed plainly and clearly on each packaged food we buy. And that's a good thing. We all should know what the levels of protein, fat and carbs are in every food we eat. But there is a second number that is also important, it's called the glycemic index and it tells us how fast the carbs are absorbed into the body.

What do you mean, absorbed into the body?

- Well, just like any other food, when carbs are digested, they are absorbed into our blood stream. Some are carbs that are complex carbs that take a long time for the body to breakdown the cells and absorb them into the body, we call these "Slow Carbs". And some carbs are simple and easy for the body to break down. We call these "Fast Carbs" because they are absorbed quickly into the blood stream.

Why does it matter if the carbs are slow or fast absorbing?

- When carbs are broken down, they are turned into glucose, which is what enters the blood stream, the body reacts to counter balance the flood of glucose by producing insulin. Insulin helps to take the excess glucose out of the blood stream and stores it as "excess glucose" to use later. Unfortunately, that excess glucose is often never used up because we keep eating more carbs which repeats the process all over again.

Why is glucose so important?

- Glucose comes from carbs, and it is our bodies preferred source of energy. The key to long lasting and sustained energy is to give your body a steady dose of glucose. Not too much (or the body will take it out and store it for later), and not too little as your body needs the glucose as energy.

How do we know if the carbs in a food will release glucose fast or slow?

- That's where the glycemic index comes in. Food scientists are able to test how fast different types of carbs absorb into the body. Each food has a number. And packaged foods like Solo can be tested and certified for what the glycemic index number is of their product.

The glycemic index sounds complicated, is it?

- Actually, it's one of the simplest nutrition tools to use. It's a scale of 0 – 100. Anything above 70 is considered high glycemic (or fast absorbing). Anything 55 or lower is considered low glycemic. That's how SoLo got its name, "So Low".

How do fast and slow carbs affect your body weight?

- Great question, remember how the body stores the extra glucose when there is too much glucose in the blood from carbs, well that glucose is stored as reserve energy, otherwise known as fat. Some people who eat lots of fast carbs continue to store that extra glucose over and over and over again, and the body never goes back and taps into that stored fat to use as energy.

Is that why low carb diets are so popular?

- Exactly, when on a low carb diet, you deprive the body from new sources of glucose, and it forces the body to finally tap into the stored glucose/fat and uses it as energy. It's one of the fastest ways to lose weight. But the body pays a price when on a low carb diet.

Pay a price? What do you mean?

- Well, there have been numerous studies that show people on a low carb diet significantly increase their chances of heart disease and high blood pressure, plus the brain is a significant user of glucose and when new glucose is not available, it reacts poorly. Many people on a low carb diet experience light headiness, confusion and lack of ability to focus and concentrate. Only about 3% of people can stand to stay on a low carb diet longer than 30 days.

Wait, people only stay on low carb diets for 30 days?

- Most people do not stay on for longer than 30 days, it's just too hard to stick too. They work great if you need to lose a lot of weight very fast, but then 97% of consumer regain all the weight they lost (and more) within 3 months. So we have this YoYo dieting effect of gain and lose and gain and lose. We believe that weight management is a marathon, not a sprint. What good does it do to lose 15 pounds in a month if all you do is gain back 20 pounds in 2 months? Eating carbs that are low glycemic helps to attack the start of the problem, which is having the body store all the extra glucose for later usage. Going on a low carb diet is reactive, and can be a losing battle over the long haul. Eating slow carbs is being proactive.

How is eating "low carb" different than "slow carb"?

- Low carb diets force you to significantly limit or eliminate all carbs from your body so the body burns the excess stored glucose. That means many foods that you and I love are off limits. This often means you can't have pizza, pasta, bread. For a short time, that is fine, we can all give something up for a few weeks, and when we do, the body loses weight. But after 3-4 weeks, it's much harder to keep up and we go right back to eating carbs and packing the weight right back on. By eating slow carbs, we can still eat some of the things we love like pizza, pasta and bread, but we make sure those foods are made from slow carbs, which don't burn as fast from the start.

How are consumers supposed to know if the carbs are fast or slow?

- That's where the glycemic index comes in, each food has a number from 0 – 100. Focus on eating foods that are 55 and under. Not counting calories, no daily points that limit you, and of course you don't have to stress about when your next cheat day is, because since you can still eat pasta, bread and pizza, every day is cheat day!

This approach to eating makes a lot of sense, but why have I not heard of this before?

- The glycemic index was invented at the University of Toronto in 1981. Since then, scientists from all over the world have been working on a standardized method for testing and certifying the glycemic index of foods. It was just 3 years ago that international scientists and government regulators have confirmed ISO 26642:2010 as a universally accepted approach to test and certify the glycemic index of food products.

Why is this so important to SoLo Nutrition?

- If you look at our current state of health as a country, it is not good. The CDC, by its own facts and figures says that 70% of Americans are either overweight or obese. They also say that obesity related medical conditions such as heart disease, high blood pressure, diabetes and cancer account for \$353 billion of extra medical and health related charges. If we continue on this same path, and the % of overweight and obese people moves from 70% to 75% to 80% over the next couple decades, it will continue to have a devastating effect on the quality of life the vast majority of the population can have.

Are Americans the only country with this problem?

- Unfortunately, the obesity and diabetes epidemics are a global problem. It's probably not a surprise to hear that most modern Western countries have major obesity problems. But the real scary part is taking a look at the trends in India and Asia. The middle class populations continue to soar, and with it their access to modern western food is even greater. This is having a profound negative effect on the health of the people. The obesity rates are jumping so fast, that the health system will not be able to absorb the trillions of dollars that it will take to treat the health related conditions brought on by such mass number of overweight and obese people.

What role does the Glycemic Index play?

- We believe that for us to reverse the trend, we have to look at nutrition differently. For us to be successful and deliver a long term weight management solution, we must be proactive, not reactive. Cutting carbs to lose weight only to gain it all back and more is not a solution. Eating more slow carbs and less fast carbs is a major step in the right direction.