



DR JEWKES/MEDICAL ADVISOR SUCRALOSE...WHAT'S ALL THE FUSS?

It has come to my attention that there are some of you out there when introducing Rain Products to a prospective distributor that there are concerns about the sucralose (Splenda), as one of our ingredients to sweeten our energy drink Rush. Let me see if I can help you to reduce the concerns about this great sugar substitute.

The Facts... Sucralose is derived from sugar through a multi-step, patented manufacturing process that selectively substitutes three atoms of chlorine for three hydroxyl groups on the sugar molecule. Chlorine is, of course, present naturally in many foods and beverages that we consume every day and plays an important role in many biological processes and in nature in general. Sucralose is the only non-caloric sweetener derived from sugar. Its unique combination of sugar-like taste and excellent stability allows sucralose to be used as a replacement for sugar in virtually every type of food and beverage. Sucralose is not utilized for energy in the body because it is not broken down like sucrose (sugar). It passes rapidly through the body virtually unchanged. Sucralose has been extensively tested in more than 100 studies during a 20-year period and found to be a safe and remarkably inert ingredient. It can be used by all populations, including pregnant women, nursing mothers, and children of all ages. Sucralose is also beneficial for individuals with diabetes.

What the Experts Say... Scientific experts around the world support the safety of sucralose and its role in reduced-calorie products as part of the fight against rising obesity levels. Here are a few quotes about the benefits and safety of sucralose:

"There is adequate evidence that there are no concerns about mutagenicity, carcinogenicity, development or reproductive toxicity."

Opinion of the Scientific Committee on Food of the

Sources: American Dietetic Association, US Food and Drug Administration, European Food Safety Authority, Health Canada, The Joint (food and Agriculture Organization/World Health Organization) Expert committee on Food Additives, Food Standards Australia/New Zealand. Japanese Food Sanitation Council

European Commission on Sucralose.

"The low-calorie sweeteners in the United States all underwent extensive testing before they were approved. Result show that the low-calorie sweeteners are safe for everyone. Sucralose is the newest low-calorie sweetener on the market. Sucralose is not affected by heat and retains its sweetness". American Diabetes Association

"In determining the safety of sucralose, FDA reviewed data from more than 110 studies in humans and animals. Many of the studies were designed to identify the possible toxic effects including carcinogenic, reproductive and neurological effects. No such effects were found, and FDA's approval is based on the finding that sucralose is safe for human consumption."
FDA Talk Paper

As a physician I am about as conservative as you can get. I also look at labels and ingredients to determine what preservatives and chemicals are added. I have looked at sucralose for many years and have relied on the European studies and research and still like sucralose as a sugar substitute. I understand some of the data that has been written but I have no hesitation in using sucralose as a sweetener. Rush is a fantastic sustaining energy drink. The benefits are great and minute amount of sucralose in this drink gives Rush its great taste and does not interfere with the other nutrients that benefit your body for that extra needed energy throughout the day.

So drink away and know that Rain Nutrition will always do its part and best to put the best ingredients and yes preservatives in our products. I again have no hesitation about sucralose and if we find something better and cost effective we will certainly consider making changes to our products.

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