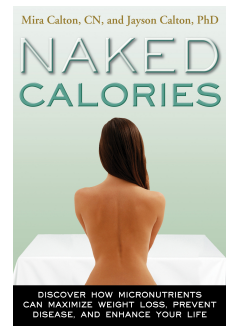


Husband and wife authors uncover the truth about Naked Calories



[Jackie Silver](#), National Anti-Aging Beauty Examiner January 6, 2012 -



A diet filled with fruits, vegetables, lean protein and a daily multivitamin should translate into good health, right? Some of our most entrenched beliefs - including the nutritional benefits of the produce and other foods we consume - are turned upside down in the new book [Naked Calories](#) (January 2012, Changing Lives Press).

Despite out-of-control obesity rates, the authors - husband and wife nutrition team Mira Calton, CN and Jayson Calton, PhD - contend that we are in the midst of a hunger crisis. Our bodies are actually starving for the vitamins and minerals needed for them to function properly. The Caltons maintain that the resulting micronutrient deficiency, malnutrition, is an international epidemic and is at the heart of many of today's most common and life-threatening health conditions, including obesity, heart disease, and cancer.

The authors urge consumers to become nutritivore, a new way of eating that requires us to seek out rich foods over poor ones and recognize that micronutrient sufficiency is the basis of good health, regardless of your current diet.

This exhaustively researched book - including the authors' six-year, 100-country global research expedition to study the diet and lifestyle habits of people all over the world - offers profound insight into the correlation between the foods we eat and modern health conditions.

Important nutrients are literally stripped from food through soil depletion, over-farming, large-scale delivery and processing. Consumption of these naked calories coupled with Everyday Micronutrient Depleters (EMD), a description coined by the authors, such as taking over-the-counter medications, dieting, stress and even overcooking - are causing serious health issues in this country. The body simply cannot function properly without micronutrient nourishment.

"You'll be shocked to learn how much of the food you eat is filled with naked calories - like vegetables that are grown in over-farmed soil or travel long distances to reach your table," explains Mira Calton. "A 'Naked Calorie' has been stripped of micronutrients, which are the vitamins, minerals and accessory nutrients that are essential to maintain health and prevent disease," she adds.

The average multivitamin cannot keep up with the problem. Many essential vitamins and minerals compete with each other for the body's absorption pathways (receptor sites), resulting in the absorption of one at the expense of another. This is called [Micronutrient Competition](#) and is the most overlooked factor contributing to poor availability of micronutrients in our supplements today.

Naked Calories begins with an easy personal assessment quiz (p. 25) to help readers determine their own micronutrient sufficiency and/or deficiency levels while convincingly building a case for the importance of increasing micronutrient intake with whole foods, better lifestyle habits and proper supplementation.