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SNI Interviews Nutrition Expert Duo and Authors of 'Naked Calories' – Mira Calton and Jayson Calton PhD CISSN

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SNI: Describe the philosophy of 'Calton Nutrition' and how it is different than other nutritional plans.

The Caltons: At Calton Nutrition, our philosophy is based on our unique global perspective. Our 6-year expedition to over 100 countries on all 7 continents has allowed us to study first hand what we believe to be the most widespread and dangerous health condition of the 21st century—Micronutrient Deficiency. While most other nutritional plans focus on the macronutrient content of the diet, Calton Nutrition focuses on the micronutrients. It is our belief that optimal health can only be achieved through micronutrient sufficiency.

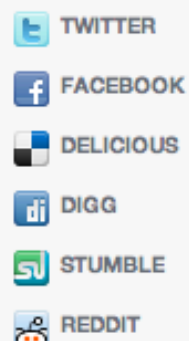


We recognize that most diets are deficient in providing even minimum daily requirements of essential micronutrients. In fact, Dr. Calton's research proved today's most popular diet plans, recommended by nutritionist and physician alike, to be extremely deficient in providing the study's examined 27 essential micronutrients.

(<http://caltonnutrition.com/media/documents/Prevalance-of-Micronutrients.pdf>).

While most diets fail to provide these health promoting vitamins and minerals, we must also recognize the numerous micronutrient depleting habits that people face everyday that further strip them of their essential micronutrients, such as exercise, smoking, pollution, stress, medications, alcohol etc.

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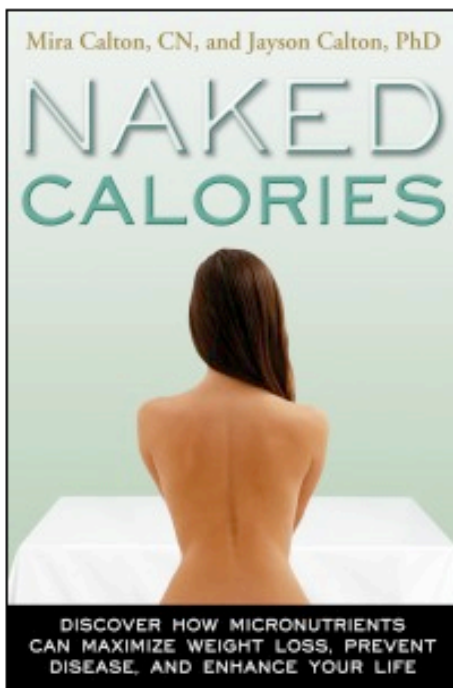
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The Caltons teach individuals to increase the micronutrient content of their foods by eating micronutrient “rich foods,” to reduce everyday micronutrient depleting habits, and to supplement wisely to insure that micronutrient sufficiency is met. By following these three simple steps they believe weight loss will be maximized, diseases prevented and/or reversed and overall health and well-being will be enhanced. *Naked Calories* is really the book to read *before* you start another diet program.

SNI: What is the most common misconception about healthy eating that your clients tend to have?

The Caltons: Clients don't read between the lines on products. They may read a head-line on the box that states “low-fat,” “(Big Organization) approved,” or *with* WHOLE GRAIN and then they assume that these are healthy foods. However, they may be completely void of any real nutritional value, made up of what we call NAKED CALORIES. These foods may be approved by some (Big Organization) based on some unknown criteria, or made *with* whole grain (while 95% is processed) or have a low calorie/fat content, but many times these very same foods also processed nightmares made up of NAKED CALORIES. Clients also believe that it is more expensive to buy healthier foods. However, once people put the bottled, boxed and/or bagged foods back on the store shelves, they realize that they have a lot more money to spend. When you buy foods that are filled with essential micronutrients, like grass-fed beef or pastured chickens they can cost more money, but our clients find they have a lot more money to spend when they are no longer buying junk foods. Plus, as we point out in *Naked Calories* the most micronutrient rich fruits and vegetables are the locally grown ones, and you can always get great deals on those by visiting your local farmers market.



Additionally, if you consider the fact that almost all of today's chronic health conditions and diseases have been shown to be linked in some way to a micronutrient deficiency (osteoporosis, high blood pressure, heart disease, birth defects, cancer etc.) the money an individual can save by not having to pay for the health care costs associated to these conditions may make micronutrient rich foods the most cost effective choice in the grocery store.

SNI: For college kids who tend to consume the ‘pizza and beer’ diet, what advice or strategies would you suggest for them in order to at least improve their nutritional health?

The Caltons: Our best advice would be to follow the three steps to micronutrient sufficiency as best as possible.

Step 1: Eat more micronutrient rich food. We all know that this may not happen in the dorm room. We would love for them to try and be conscious of choosing micronutrient rich foods in the cafeteria. The bags, bottles and boxes of junk they buy to keep in their dorm rooms won't cut it. We doubt that many of the campuses are getting local vegetables, grass-fed beef or wild caught salmon, but the students should still try and eat fresh foods over the heavily processed choices.

Step 2: Be aware of the micronutrient depleters that are present in their lives, and avoid whenever possible. This is where the pizza and beer comes into the equation. We need the students to understand that their dorm room diet is already deficient of essential micronutrients, and the more micronutrient depletion they bring on themselves through lifestyle choices further exacerbates this depletion. Alcohol, over the counter medications, processed foods (like the flour in the pizza crust) phosphoric acid (soda and energy drinks), and High Fructose Corn Syrup (in alcohol mixers and sodas)—are only a few of the things causing further micronutrient depletion.

However, since we know most students will skip Step 1 and change is unlikely with Step 2, we offer step 3.

Step 3: Take a good multivitamin supplement. Students are at a huge risk of deficiency. Couple their low immune system (due to micronutrient depletion) with the close quarters and continuous student contact and you have a recipe for illness and missed school. Students should take a multivitamin that is well absorbed (preferably in a single serving powder form), that includes beneficial quantities (approximately 100% of RDI) of a wide variety of the essential micronutrients (covering them from all angles), which is taken multiple times through out the day to take into account micronutrient competitions, our body's limited absorption capacity, and the water solubility of specific micronutrients.

SNI: List your top 5 supplements for active individuals (and why?).

The Caltons: While there are many supplements out on the market that may help to improve athletic performance, increase strength, or burn fat, at Calton Nutrition when it comes to supplements, we focus on one thing micronutrient sufficiency. Based on that premise here is a list of our top 5 supplements.

1. A properly formulated multivitamin (See ABC's of Optimal Supplementation in Naked Calories p.238 and see how your multivitamins stacks up with our free multivitamin evaluation quiz at CaltonNutrition.com)

2. Vitamin D – There is just so much great research out pointing to the numerous benefits of vitamin D and the high deficiency rates of Americans (WE recommend you get at least 2000 IU a day).

3. Calcium – According to the USDA, 7 out of 10 Americans are deficient at obtaining adequate amounts of calcium from their diets. A deficiency in calcium has been shown to induce a salt craving (see Naked Calories page 181). This could be one reason so many people have a hard time sticking to a diet.

4. CoQ10 – a deficiency of CoQ10 has been closely associated to heart disease and ironically the medications used to treat cardiovascular conditions such as statin and beta-blocking drugs deplete CoQ10.

Additionally, CoQ10 supplementation in deficient individuals has been shown to enhance weight loss In a Belgium study, Luc Van Gaal, M.D., Ph.D., Professor of the Department of Endocrinology, Metabolism & Clinical Nutrition-Faculty of Medicine from University Hospital Antwerp, Belgium, examined twenty-seven obese patients and discovered that over one-half of these patients were significantly deficient in CoQ10. These significantly deficient obese patients were then given 100 mg of CoQ10 daily, and after nine weeks they had lost an incredible average of 30 pounds. For this reason CoQ10 makes our top 5 list.



5. Omega 3 (EPA/DHA) – you would literally have to have lived under a rock to not have heard of the health benefits of the essential fatty acid omega 3. From fat loss to heart and brain health taking a daily dose of omega 3 with EPA and DHA can pay big dividends. For example, in a study presented at the North American Association for Study of Obesity (NAASO), twenty women with severe obesity who were already on a restricted low-calorie diet were observed. Researchers divided the women into two groups and gave one group omega-3 fatty acids. The women that were given the omega-3 fatty acids reduced their weight 20 percent more than the placebo group and reduced their BMI by up to 15 percent in only three weeks. Look for products that contain higher amounts of EPA, since EPA can convert to DHA, but not vice versa. Taking 6mg of Lutein (for eye health), 400mg of Magnesium, and 425mg of Choline is also at the top of our list.

SNI: Tell the audience a little bit about your book ‘Naked Calories’ and why it’s a must read!

The Caltons: Everything you think you know about your daily multivitamin, your exercise routine, weight loss and even your morning glass of O.J. ... is about to change! Naked Calories reveals the naked truth about what you are eating and how your lifestyle habits may unknowingly be sabotaging your health. The secret lies in micronutrients, vitamins and minerals that are being stripped from your diet and depleted by your lifestyle. On the Caltons’ six-year global research expedition they discovered that modern practices such as global food distribution, factory farming, and food processing are creating foods filled with Naked Calories—calories void of any real nutritional value. The dynamic authors break it down to a simple three-step plan and teach you how to source better foods, eliminate unhealthy habits, and make choosing the best supplement as easy as ABC. **Naked Calories, this decade’s Fast Food Nation, will help millions of people gain a new depth of understanding about how to maintain health in the 21st century.**

A diet filled with fruits, vegetables, lean protein and a daily multivitamin *should* translate into good health. But some of our most entrenched beliefs—including the nutritional benefits of the produce and other foods we consume—are turned upside down in this ground-breaking new book *Naked Calories* (January 2012, [Changing Lives Press](#)). Despite out of control obesity rates, the authors 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 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 *nutrivore*, 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 whether you are a vegan, a carnivore or a locavore.

This exhaustively researched book—including a 6-year, 100-country global research expedition to study the diet and lifestyle habits of people all over the world by husband and wife nutrition team Mira Calton, CN, and Jayson Calton, PhD,—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 Depletors (EMD)*, a description coined by the authors, such as drinking coffee, taking over-the-counter medications, dieting, stress and even overcooking and exercise—are causing serious health issues in this country. The body simply cannot function properly without micronutrient nourishment.



Our average multivitamin cannot keep up with the problem. Many essential vitamins and minerals compete with each other for our 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 is the ultimate guidebook—beginning with **an easy personal assessment quiz** 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.

BIOs



Jayson B. Calton, PhD, FAAIM, DCCN, CISSN, BCIH, ROHP is a Fellow of the American Association of Integrative Medicine, Diplomate of the College of Clinical Nutrition, Board Certified in Integrative Health and Sports Nutrition and one of only seven Registered Orthomolecular Health Practitioners in the U.S.! He has worked with thousands of international clients over the last 20 years to improve their health through nutritional and lifestyle therapies. Dr. Calton studied Molecular and Microbiology (pre-med) at the Burnett Honors College, School of Biomedical Sciences, and holds a Master's of Science degree and a Ph.D. in Nutrition. He has completed post-doctoral continuing medical education at Harvard Medical School, Cornell University, and Yale University School of Medicine, and sits on the Board of Directors for the American Holistic Health Association and the American Board of Integrative Health.

Mira Calton, CN, FAAIM, DCCN, CPFC, BCIH is a Licensed Certified Nutritionist, a Fellow of the American Association of Integrative Medicine, Diplomate of the College of Clinical Nutrition, a Certified Personal Fitness Chef and is Board Certified in Integrative Health. She holds a Diploma in Comprehensive Nutrition from Huntington College of Health Sciences, has completed the Yale University School of Medicine's OWCH (Online Weight Management Counseling for Healthcare Providers) program and sits on the American Board of Integrative Health. Mira's interest in nutrition came after having been diagnosed at the age of thirty with advanced osteoporosis. Becoming micronutrient sufficient allowed Mira to reverse her condition, and by sharing the information in *Naked Calories*, she hopes to inspire others to do the same.

The Caltons are among the world's leading experts on the topics of weight management, lifestyle medicine and micronutrient deficiency. In 2005, they set sail on a 100-country, 7-continent, 6-year global expedition, exploring the dietary and lifestyle habits of people around the world. Their research has led them to conclude that micronutrient deficiency is the most widespread and dangerous health condition of the 21st century. As a couple they bring amazing energy, personal experience, passion and knowledge to an important subject people are just beginning to buzz about—the overwhelming health benefits of a micronutrient sufficient lifestyle.