

# Naked Calories

## Rich Food Poor Food

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**When people face** life threatening and potentially debilitating diseases such as cancer and osteoporosis, when their health declines for reasons unknown (medical tests are inconclusive so doctors call it a syndrome), when their emotional well-being plummets as chronic pain and suffering lead toward traces of depression, they may look for a way out. The Caltons' wrote their books after Mira was diagnosed with advanced stage osteoporosis to share what they learned during their journey to heal her.

*Naked Calories* was written first to detail the three steps they discovered that created Mira's remarkable turnaround. There's a quiz provided to determine your micronutrient sufficiency levels because, "Statistics cited by the United States Department of Agricultural indicate the likelihood that you are deficient in one or more of the essential micronutrients" (Caltons', 2013, p.22). The quiz considers all aspects of our lives including nutrition,

activity, stress level, food shopping and preparation including cooking techniques. Fortunately there's no failing score, the outcome is awareness of how you may be depleting your micronutrients unknowingly and what you can start to do to change course and prevent or reverse disease.

**The book** includes information on basic nutrition, vitamin supplementation (the ABCs of supplementation) and how micronutrient depletion occurs. There are multiple causes of depletion such as prescription medications, toxic chemicals in foods, and antagonists and synergists that block and aid absorption. Furthermore, several popular diets (Atkins, South Beach, DASH, the Best Life Diet, Practical Paleo, and the Primal Blueprint) result in micronutrient deficient. The Caltons' did a comparison study and documented which micronutrients are deficient and how many calories you would have to eat to reach 100% RDI sufficiency; for example, to reach

100% RDI sufficiency with the Practical Paleo diet you would have to consume 17,000 calories! There is an in-depth discussion on obesity and sugar's role in fat formation. And the book ends with 'The hypothesis of health'. There are 17 pages of references (in really small font size) to support their data and claims. They did their homework before offering their insights to the general public.

*Rich Food, Poor Food* was written in response to people needing guidance when going to the grocery store (what are rich and poor foods). Thus, the Caltons' created their own GPS (grocery purchasing system) to guide their readers' one aisle at a time. This is a hands-on manual to guide readers as they move into a new frame of food awareness and consumption.

**Both books** are as flashy and engaging as their authors, as jam packed with energy and movement and color and style as their authors, as easy to be with and follow and

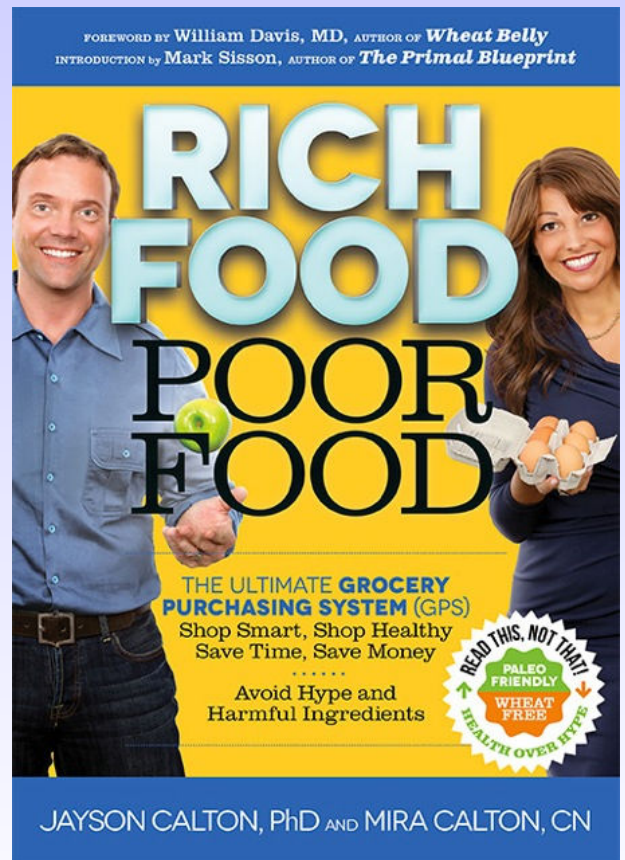
learn from as if you are hanging out with Mira and Jayson walking around grocery store aisles. The book covers are glossy and thick and substantial; the inside paper is glossy and smooth—these books were made to last.

**The quality of professionals** writing their support for the Caltons' is the first indicator that you are about to change the way you think and feel about food and micronutrients. New York Times bestseller Anna Louise Gettleman, PhD offers that "*Naked Calories deserves to become a classic on par with Dr. Weston Price's Nutrition and Physical Degeneration*" while Michael Holick M.D., PhD (director of the Vitamin D Skin and Bone Research Laboratory at Boston University) writes, "*Naked Calories is a D-lightful expose' that brings into focus the adage, 'You are what you eat.'*" Support for *Rich Food Poor Food* is just as robust: Jonny Bowden, PhD, CNS, author of *The 150 Healthiest Foods* and *The Great Cholesterol Myth* writes, "*Finally, a book that tells you what you really need to know to make healthy food choices in the real world. An outstanding addition to any library*" (Caltons', 2013, p. xiii).

**The layout in both books** invites readers to interact with the material via bold colors, stylistic fonts, color coding, and icons and symbols acting

as guide posts such as 'Good In, Bad out', 'Steer Here (green and inviting), Steer Clear' (red and orange indicating danger as if the words are on fire), 'Food for Thought', 'Checkout Checklist', and 'No Taste Like Home'. The format becomes routinized, known, making all this new data easily digestible. The information is accurate and immense yet written in a light and lively manner—there's humor in these books, they're playful despite the reality of the intense nature of the content and its impact on human health and wellbeing. The material is presented so that anyone can understand regardless of their background experience with nutrition—these are books for laypersons to bring home and learn from, these are books for practitioners to share with their patients (and perhaps learn from themselves).

**There are** checklists, shopping lists, charts, recipes. Labels are revealed with ingredients explained, defined. From milk and cheese to hot dogs and chicken, from condiments to baking necessities, the Caltons' share their insights into the micronutrient values of the very foods people consume—even Lays potato chips and their counterpart—healthier crisps—are exposed. They come forward with honest statements such as "don't waste your money", "The Fab 14", and "The Terrible 20" so readers know which fruits and vegetables they can purchase conventionally (cost less) and which they need to make sure are organic to reduce the risk of genetically modified organisms (GMO) and pesticide residue. They have multiple free resources on their website to



download such as a small cheat sheet of "The Fab 14" and "The Terrible 20" to bring along when you go shopping. The recipes are actually easy to follow with limited ingredients; in fact, their philosophy adheres to the belief that less is more—the fewer the ingredients, the closer to natural and pure the better.

**The Caltons' offer readers** a chance to revamp their diet and enter a new relationship with food that will have positive and lasting effects. I highly recommend these books for people looking to make dietary changes for lasting health.

#### References

- Calton, J., & Calton, M. (2013). *Naked calories: The Caltons' simple 3-step plan to micronutrient sufficiency*. Cleveland, OH: Changing Lives Press.
- Calton, J., & Calton, M. (2013). *Rich food poor food*. Cleveland, OH: Changing Lives Press.

