

PREVIEW_ Q&A with Michael Eades, Karen Thomson,

Andreas Eenfeldt and Emily Maguire (SD 2016) 1

Questioner: Hello, my name is Stanley Ho and I have a question about artificial sweeteners. Do artificial sweeteners act like a methadone to heroine?

Karen Thomson: No.

Questioner: So, there is no pleasure?

Karen Thomson: No, there is, I mean, Emily should answer this one. But I have to stay away from everything. Like, my brain doesn't distinguish between the different types. If I taste something sweet, whether it's real or not, it activates the craving for me and it just does not work.

I've tried to con myself into believing it will work numerous times, I end up eating chocolate and coke and stuff again and have to try and stop, which is harder than just having that thing in the first place.

Emily Maguire: Within the data, that has definitely not been correlated, so they have looked at and in particular is within animal models. And we look at individual case studies though and again, when Karen and I did the Sugar-free September, we had a kind of mixed group of people and we found that those people are really sensitive to sugar, they kind of had to stay away from artificial sweeteners as well. But we find for a lot of people and we even say as well, using artificial sweeteners is kind of a bridge to get you off sugar and if you're finding that it doesn't promote any cravings, then, they are okay to have. But, in terms of that data, it's not really conclusive.

Questioner: Thank you.