



## Sal, açúcar, gordura (Portuguese Edition)

*Michael Moss*

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Em 1999, os principais líderes da indústria alimentícia, da Coca-Cola à Nabisco, se encontraram para uma reunião secreta de emergência. A pauta: o que fazer diante da epidemia de obesidade das últimas décadas.

Ao longo de quase um século, fabricantes de alimentos disputam o paladar do público misturando nas fórmulas de seus produtos quantidades cada vez maiores de sal, açúcar e gordura. Em outras palavras: tentam criar alimentos mais saborosos, custe o que custar. E o custo, no caso, é a saúde: um número cada vez maior de estudos científicos tem demonstrado a relação direta entre o alto consumo de alimentos processados e problemas de saúde como obesidade, hipertensão e diabetes.

Neste importante livro-reportagem, o jornalista Michael Moss não só denuncia esse momento crítico da indústria alimentícia, como leva o leitor para dentro dos laboratórios, salas de reunião e departamentos de marketing a fim de mostrar como os alimentos que estão nas prateleiras do supermercado são cuidadosamente projetados para enganar o paladar e a inteligência do consumidor, seja com sabores artificiais, seja com anúncios de “baixo teor de sódio” (porém, com o dobro de gordura) ou “zero açúcar” (mas com excesso de sal e aditivos). Um livro para mudar definitivamente a maneira de enxergarmos os rótulos e os alimentos.

“Michael Moss investigou a fundo as grandes empresas alimentícias e descobriu que a comida processada é desenvolvida para nos fazer comer mais. Na verdade, segundo Moss, ela é feita para viciar.” **Michael Pollan**

“Se havia ainda alguma dúvida a respeito da responsabilidade da indústria alimentícia pela epidemia de obesidade atual, este livro vai fazê-la evaporar.” **The Washington Post**

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